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CLASH OF HORIZONS

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Co

YARN BUSINESS

MAKE EARTH GREEN

In the era of greenwashing, textile companies, primarily spinning mills, and brands are committed to bringing about positive change by becoming more transparent and traceable.

This mission is implemented at every level: informing end consumers, educating customers and suppliers and properly training the new workforce. A strong trend emerged at the recent edition of Pitti Filati, in which companies, presenting their Spring-Summer 2021 collections, responded dynamically to a complex market scenario.

BY ALBERTO CORRADO

According to preliminary calculations by the Confindustria Moda per Smi Research Centre, in 2019 Italian spinning mills recorded a drop of -5.8% in revenues, equal to just under

2.8 billion euros.

Wool and cotton spinning is particularly struggling, while linen is holding up. Exports have fallen by 4.9%, but imports have also dropped by over 3%.



BOTTO GIUSEPPE

Botto Giuseppe's sustainable fashion is translated into Naturalis Fibra, a collection whose standout materials are wool, including wool blended with silk, crêpe wool with a dry touch, linen and trans-seasonal cashmere. Colors also reflect the eco-friendly trend, with neutral and delicate shades that generally feature a gradient effect. The precious raw materials chosen by the company will be collected in a book presented at the next edition of Milano Unica, a kind of educational manifesto to raise awareness.



SHIMA SEIKI

A substantial contribution to sustainable production comes from the mass customization possibilities offered by highly specialized knitting machines, such as those produced by Japanese group Shima Seiki. The flagship is the MACH2@XS: presented to the public during the Florentine fair, it has four needle beds. Its SlideNeedle machine is ideal for producing Wholegarment garments using needle-by-needle processing. The computerized rectilinear machines represent a real technological revolution, partly thanks to the LCD touchscreen with a USB interface and an anti-black-out device that makes it possible to resume work after an outage.