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No borders, new explorations

With coronavirus restrictions still in place the, Pitti Filati Spring/Summer 2022 collections were presented in a vibrant and innovative digital format.

The current global situation is continuing to enforce a redefinition of companies' strategies to face the new season and the negative performances of the Italian yarn sector.

According to preliminary calculations carried out by the Centro Studi di Confindustria Moda for SMI, the sector turnover in Italy is conservatively estimated to drop by 22.7 per cent to €2,100 million in 2020. However, despite this estimate, Raffaello Napoleone, CEO of Pitti Immagine, insists that there is a determination for the yarn sector to thrive. "Despite the objective losses in terms of turnover determined by the health emergency, there is an incredible determination to look to the future and to start thinking already about when we can meet up again at the fair," he says.

For this season, the organisers of the Pitti Filati show have again made use of Pitti Connect, the digital platform created for its fair events. As Agostino Poletto, general manager of the organization explains, the online launch of Pitti Filati chronologically follows the course of the other events on the Connect platform. "This is the tool we have made available to our exhibitors for presenting their new collections in a digital format and creating connections with international buyers."

Trends

Together with the mills' collections that will be online until 5th April, the platform also showcases the main theme of the new season, NEW NEW, curated by Angelo Figus and Nicola Miller with three macro trends in the virtual Spazio Ricerca. "Wild Wise" represents the discovery of nature as a new and ancient criterion in the search for wellbeing.

Backstage Film from the CKD Master Cube Accademia Costume & Moda Modateca Deanna ph

Tollegno1900 Flexwool

Filpucci Stillufe

Filpucci's smart work box.

Lanificio dell'Olivo Zephir Ecovero FSC.

Cariaggi Number 8-48

harmony, happiness and equilibrium. "Openly Private" is the public and private dimension that meet in a new manifestation where informality and disinhibition become the new stylistic signatures. Everything is new and optimistic in the "Clean link" trend, like the great expectations generated when opening a flashy new item, you have just bought in a store and that you are going to wear for the first time.

Events

The platform is also hosing a number of digital events. The Accademia Costume & Moda and Modateca Deanna Master's course in Creative Knitwear Design, for example, featured the final collections of the students and the Industry Projects winners through a fashion movie.

Elsewhere, the new "Feel the Contest" format, the evolution of the successful "Feel the Yarn – The Contest" competition organized by the Consorzio Promozione Filati involves 28 young designers that will result in two knitted outfits using yarns supplied by 28 Consortium member companies. The ultimate winner, who will be proclaimed during the next edition of Pitti Filati, will be able to create an entirely Made in Italy capsule collection.

Collections

After a season of turbulence and tensions that have revealed the fragility of the fashion system and much more, the need for reassurance is heavily felt. There is a new kind of understated, lightweight luxury and the concept of time becomes personal, as personal styles overcome seasonal trends, in search of the freedom that has been denied for too long.

There is the need to start again in the direction of new explorations, no border exists between the physical and virtual worlds. Comfort and practicality accompanies the tendency towards versatility and functionality or protection with antibacterial treatments if wished.

Generally speaking, there has been an intense R&D activity and the mills have worked to supply the collections through the implementation of their sustainable commitment, functional tools and digital support. Among the companies taking part on Pitti Connect are Alpes, Cariaggi Fine Yarns Collection, Feel Blue, Filati Naturali, Filmar, Filpucci, E. Miroglio, I.A.Fil, Igea, Lanificio dell'Olivo, Miele, Shima Seiki, Starlight, The Woolmark Company, Tollegno 1900, Vimar and Zegna Baruffa Lane Borgosesia.

The sustainable approach of Filpucci is conveyed by the Smart Work Edition collection enclosed in a compact box to reduce the environmental impact and reach its customers despite the stop of the fairs. The new collection focuses on carefully selected materials that guarantee the sustainability of the product and embodies a new concept of elegance.

The group Ever Wear represents the collection's Manifesto with a series of new organic cotton also stretch, comfortable and versatile like the new Gelso, ideal for transitional and seasonless multifunctional knitwear. Inspired by the "raw" trend Mirto is an extra-fine silk blend, fresh and

grainy-textured, essential and multi-functional. The Regenerate group, which is designed with bright and energetic colours, responds to the new necessity for sport and an active life. As usual, viscose represents the core specialty of the company with the timeless Iconics and the new Soft Extraordinary yarns such as Organza, an ultra-fine see-through viscose blend for gauge 18.

Lanificio dell'Olivo has created a fancy innovative collection with 19 new yarns, all sustainable and certified materials, mixing selected noble and natural fibres with innovative and modern materials. The use of tools such as the Olivo Dream Box with samples that have a QR code helped a lot of clients to explore the various proposals and simultaneously browse the new site, colours and a wide selection of stitches. The four collection groups include the GOTS certified organic cottons with a small addition of recycled polyester to be found in the new yarns Euforia and Evviva, new linen blends, and Ellino, a soft cable yarn with slightly speckled colour that can be supplied with antibacterial treatment. GRS recycled polyester and EcoVero and FSC certified viscose have been very much appreciated by customers.

Starting from the inspirational mood Summer Whispers, Cariaggi has focused on a new concept of softness and lightness with unexpected romantic shades and fascinating intense colours. The new project of the internal lab highlights the perfect balance between a mix of sustainable comfort and exclusive refinement. Number 8/88 is made of 100 per cent combed cashmere that comes from a special selection of cashmere fibre, exceptionally long and fine, realized with a new technique for the 12G. The twist yarn is made with 8 threads and is extraordinarily three-dimensional, modern with a full and enveloping hand, especially conceived for fluid knitwear for all the seasons. The choice of the number 8 wants to be a symbol of balance, hope and luck. Other new entries are the 84 per cent silk/16 per cent linen worsted yarn (Canvas), the extreme fine and light carded 70 per cent cashmere/30 per cent silk (Dressy) and the worsted 73 per cent cashmere/20 per cent polyamide/7 per cent lurex (Cosmos) for light effects the preciousness.

The collection presented by Tollegno 1900 is the natural evolution of the winter one, sporting two new products with a strong green charge, starting from the colour charts printed digitally only. As the full expression of the eco-friendly attitude of the mill, Flaxwool is a blend of linen and extra fine merino wool and Woolcot Bio a combination of RWS certified extra fine merino wool and organic cotton. The collection also highlights the performative yarns Harmony 4.0 with its 4 high-tech features Total easy care, Compact, High Twist and Eco Idro as well as Harmony 4.0 Silk and Re-Abarth, combining the characteristics of 'Pure New Wool' and recycled polyamide.

Feel the yarn

Other companies that usually attend Pitti Filati took part in the Feel the Yarn platform virtual showroom, which was upgraded with new services.

Among the mills on show, Botto Giuseppe has announced the integration of more sustainable yarns to the already extensive Naturalis Fibra catalogue. With an optimistic vision, the mill proposes

Botto Giuseppe Slowsilk

Manifattura Sesi

Lineapiù.

Monticolor Bio Flame.

Fildea.

undyed fibres which are then presented in their natural colours. The glossy silk Slowsilk mixed with wool becomes Slowzen with the cashmere/silk blend called Fair Silk. Other new blends such as 90 per cent worsted cashmere/10 per cent vicuna (Natural Born Vicuna), 92 per cent cashmere/8 per cent glass (Sydney) as well as 55 per cent silk/45 per cent cotton (Kume) are made with the finest raw materials used by the mill.

Manifattura Sesia has clearly opted to reconfirm its commitment to sustainability and has chosen to align the entire production cycle with the United Nations 2030 Sustainable Development Goals. The collection is a homage to the planet and its magnificent natural environments. The collection highlights natural fibres as the Giza Sesia Cotton with a wide and versatile yarns offer for linear, fresh and snappy looks. The Linen-Style group comprises delicate and precious linens with a touch of pure silk or lurex and sequins which convey incredible brilliance. The Luxury Mulberry Silk is ideal for shiny and precious aspects and the Performance R-Evolution group features yarns with extraordinary properties such as thermosetting polyesters combined with polypropylene in a pure technical version.

The fancy yarns specialist Monticolor has launched the new Ice Elast, the naturally elastic, organic cotton yarn combining nature and performance, without the insertion of artificial fibres. The collection includes the new Tawashi yarn inspired by the Japanese tradition of tawashi sponges with bouclé effects and the new flamed Bio Flame organic cotton certified GOTS as well as Replay Active Recycled, the new 100 per cent recycled yarn with GRS certification, obtained from filaments entirely sourced from the recovery of post-consumer PET bottles and containers, which are transformed into an extremely smooth, linear and definite yarn.

Road show

In the absence of the traditional appointment at Pitti Filati, Lineapiù Italia decided to focus the presentation with a road show, starting from Milan and going to Paris, Munich, New York and Hong Kong.

Vitality, lightness and protection are essentials in the new proposals. Cotton is combined with animal fibres, such as mohair, representing the continuous transition between seasons, work and leisure. New basics for minimal chic sweaters can be created with linen voiles, plain or printed with a shibori effect, or with the Eri silk shantung yarn, with peculiar vegetable irregularities and precious flames. In line to its experimental traditions, the mill has also unveiled a range of special knitted fabrics weaved with its knitting yarns by Progetto 62, part of the Colombo Industrie Tessili.

The new Marchi & Fildi collection shows the results of the intense work of repositioning the brand. The 10 new yarns focus on performing natural, biodegradable fibres as silk, European linen and GOTS-certified cotton, either pure or in blends with the regenerated cellulose fibre Bemberg Cupro with GRS certification. There is a particular attention on sustainable production throughout the processes as well as the packaging which uses materials and tapes which are either repulpable or compostable. KTJ