

Knitting Industry

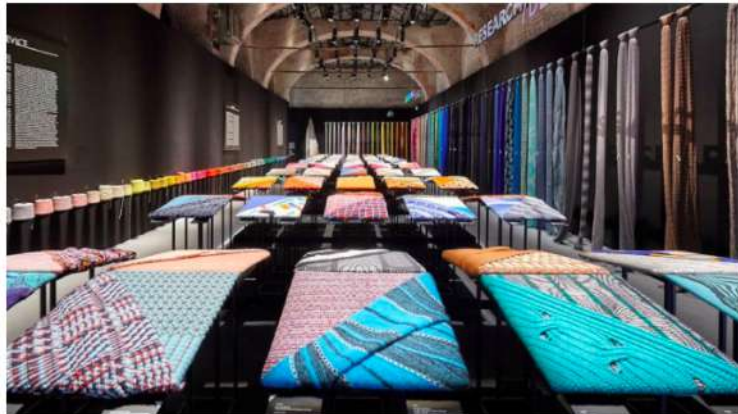
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Opinion
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Positive Pitti Filati at Stazione Leopolda Janet Prescott

Pitti Filati 89 was staged in the Stazione Leopolda, long favoured as a stark but effective backdrop to numerous high profile fashion events held by Pitti Immagine over the years.



Spazio Ricerca at Pitti Filati 89.
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13th July 2021
Janet Prescott
Florence, Italy
Knitwear

The title Pitti Immagine 100 labelled both Pitti Uomo's latest edition and the whole of the June-July exhibition cycle in Florence. It saw physical versions of Pitti Filati, Pitti Uomo and Pitti Bimbo in the same week. The number 100 being reversed to show 001, a new start, suggested CEO Raffaello Napoleone.

Pitti Filati 89 was staged in the Stazione Leopolda, long favoured as a stark but effective backdrop to numerous high profile fashion events by Pitti Immagine over the years, the men's and children's shows still in the Fortezza da Basso. Vintage Selection also returned to the Stazione Leopolda.

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Buyers arrive at the physical shows in Pitti Immagine, Pitti Filati.

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The final verdict for the show seems positive. The online element is continuing, representing another successful edition of Pitti Connect, its excellent digital platform, serving all three shows with events, spotlights and a strong linkup with social media.

**We have to foster a new vision
of the future that certainly
cannot be the way we see
things today**

Various sections enabled exhibitors in this edition to have a dual existence, both in real life and on the internet, with some companies, affected by different pandemic regulations in various countries, appearing solely in digital form.

The yarns and developments at Pitti Filati incorporated many well-known known elements, such as the well-regarded Research Area (Spazio Ricerca) developed as ever by Angelo Figus and Nicola Miller; the Feel the Yarn competition; individual launches of new products and individual publicity. All with an increasingly slick set of PR by Pitti Immagine and individual exhibitors, involving many aspects of social media. It results at the same time in reaching out to the trade and also to the general interested public who follow specific companies.

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There is a growing realisation that students, especially those nearing Graduation the end of the Masters experience are vital to help the highly skilled companies who participate in the Pitti shows to exploit the latest trends and thinking on knitwear. By forging a co-operation between technical knowledge and innovation it is intended for mutual help, the establishing of quality supply lines which can also be certified in various ways to fulfil current sustainability goals.

Eco themes continue to dominate. Sustainable raw materials production methods and sensitive marketing are responding to current conditions with many strong commitments to change.

Botto Giuseppe's finely spun Slowool, with cradle-to-cradle certification, wool yarns produced to RWS standards. Yarns from Merino, and cashmere, included elements of decorative synthetics, metallic looks and shine as well as alpaca, silk and vicuna in many shades of natural green, faded neutrals and brilliant acids.



Sustainability: SLO Wool by Botto Giuseppe.

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