



PITTI IMMAGINE FILATI 84

spring/summer 2020

Where Fashion Research Begins

Pitti Immagine Filati 84, the key international event featuring the world of yarns for the knitting industry, was held in Florence from 23 to 25 January 2019. Both a Concept lab and a launch-pad for new global lifestyle trends, Pitti Filati has evolved by backing the value of research and experimentation, strengthening the synergies between the various areas and the decisive role played by the Spazio Ricerca, the fulcrum of all creative expression at the fair.

With a fresh and dynamic layout Pitti Filati presented excellence in yarns on an international scale to its audience of top buyers from all over the world and designers from the most prestigious fashion masons that come to Florence looking for new inspiration. The fair welcomes visitors with a unique atmosphere that is both business oriented and filled with extremely creative ideas. This 84th edition featured the world previews of knitting yarn collections for spring/summer 2020.

Turnout at the show

The edition n.84 of Pitti Filati witnessed buyers from over 50 foreign countries, committed to discovering the novelties, research and new trends expressed in the collections of the leading spinning mills, and to make samples for the upcoming summer season 2020. "Once again Pitti Filati expressed at its best the great research work and investments on innovation that our spinning mills are making - says Raffaello Napoleone, Managing Director of Pitti Immagine - International buyers appreciated the new collections presented by Italian and foreign spinning mills, and it was a selected and highly qualified audience of designers, style offices and sector operators from all over the world, some of whom were hosted at the show also thanks to the incoming plan supported by Mise and ICE Agency.

I underline with pleasure the great attention given by our public to the two projects-installation news of this edition - Techno-Luxury in collaboration with Carvico and Jersey Lomellina, a new way of understanding fashion, luxury and performance, and CustomEASY on customization treatments, realised together with exhibitors, Knitclub knitwear and INTEX company - who presented a further

expansion of the innovation work proposed by Pitti Filati. And then a large and enthusiastic audience welcomed the collections in the parade of the students of the Master in Creative Knitwear Design of Accademia Costume e Moda and Modateca Deanna, one of the special events on the calendar, as well as extraordinary results collected by the Spazio Ricerca curated by Angelo Figus and Nicola Miller: "Also loved this edition, anticipating the themes of yarns next summer in a creative and surprising way." The trend of final attendance registered a substantial hold of the foreign front: Among the top 10 markets of the show, United Kingdom, France, United States, Switzerland, Russia, Spain, Holland and Turkey recorded more or less the same levels reached from their buyers to the last two editions; while buyers falling from Japan and even more from Germany. Overall, this Pitti Filati reached 4,300 total buyers.

The Extraordinary Grant of Mise and Agenzia Ice

This edition of Pitti Immagine Filati benefited from the extraordinary grant of the Italian Ministry for Economic Development (MiSE – Ministero dello Sviluppo Economico) and the Italian Trade Agency (Agenzia ICE), as part of the

2018-2019 Special Plan to support Italian fairs and Made in Italy. This grant was dedicated to developing hospitality, media relations and advertising activities.

The Pitti Box, the theme of the winter fairs

The Pitti Box was a tribute to the common character of the trade-shows: To be a Surprise Box, extraordinary tin-containers of ideas and innovations to open and switch from season to season, to tell the newest vibrations of fashion and lifestyle. At Pitti Filati, buyers and the press plunged into a multisensory journey through the motions of many Pitti Boxes: The Infinity Box is the special video art gallery where you can dive into a high visual-energy-emotional experience. The Park Box is a large covered arena dedicated to sharing food, ideas and moments of relaxation; the Show Box is an ideal container for a talk programme and at the same time an original photo set; next to a series of functional and fun boxes like the Recharge and the Silence Box. Again Out of The Box ten huge images chosen by Reda located in ten strategic perspective viewpoints of the Fortezza da Basso.

PE20SS, The Spazio Ricerca

The Spazio Ricerca in the Salone M is the fair's creative lab and experimental observatory where the trends for future seasons are launched. Summer 2020 is all about sport, the Far East and sub-cultures: The much-anticipated Olympic Games in Japan offered a strong boost to visual culture.

National sports and "new" sports – originating from the street and youth sub-cultures - such as surfing and skateboarding, which included among the official Olympic sports for the first time. In the background we have Japan and its ancient culture suspended between tradition and innovation, between cultural mixtures and overlapping styles. The focus is on inclusion and the world of young people, on the new sensitivity portrayed through hybrid stylistic codes. A unique exhibition and experimental project produced under the artistic direction of the fashion designer Angelo Figus and knitwear expert Nicola Miller. The layout is by Alessandro Moradei.

TECHNO-LUXURY: Matching noble and technical materials

Now that the matching of techno-materials and fine wools has cleared a path for itself in fashion, today experimentation in the yarn sector is aiming for the union, within the same garment, of even very superior fibres like cashmere and polyamide. Pitti Filati expresses this trend through an exciting installation-event and a new product vision that showcases an elastic ladder-proof woven circular knitted, the Carvico group and Jersey Lomellina, Italian excellence in this area. A new way of interpreting fashion, luxury and performance. A project and an invitation to work together directed towards the best names in the production of technical materials curated by Angelo Figus with the layout by Alessandro Moradei.

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CUSTOMEASY: A knitwear capsule collection obtained from real production chain integration

The exploration of the Spazio Ricerca extends to a project that emphasizes the synergies between the various Pitti Filati players. Initially the prerogative of denim and streetwear, today customization treatments are also very widespread in the luxury segment. In CustomEasy the fair exhibitors' top yarns will be transformed into knitted garments by the knitwear manufacturers in Knitclub and treated by INTEX, a leader in the dyeing and treatment industry. The goal is a special collection of unique knits, the result of an authentic integration of the production chain that opens up the potential for infinite interpretations of the same yarn. A project curated by Angelo Figus, Nicola Miller and Maurizio Brocchetto with the set-design by Alessandro Moradei.

Knitclub, the expression of an increasingly advanced synergy

KnitClub is Pitti Filati area that showcases quality knitting mills. A consolidated selection of companies interpreted the technical and creative needs of the visitors to the fair. With the aim of achieving an even deeper integration of the production chain, this section represented a unique opportunity for debate and dialogue between knitwear manufacturers and buyers, designers, and the style bureaus of the world's best fashion brands attending Pitti Filati like Alda Santini, Blupuro Maglierie, Daiichi Knit, Elsamanda, Feel Blue, Handknits, Maglieria Gemma, Maglificio Capelli, Maglificio Gente Di Mare, Maglificio Pisani, Maglificio Pistillo, Maglificio Venezia, Maison New Club, Marusho Knit Factory, Pazzi Da Filare, Teodori.

Fashion at Work

The Fashion at Work section became an important reference point for many technical aspects. Italian and foreign exhibitors dedicated to style consulting, stitch and prototype development, printing on knits, knitting machinery, buttons and notions, accessories and trimmings, embroideries and

appliqués, dyeing and finishing, trend carnets and style bureaus, colour-coding systems, and software for designing and manufacturing. Some of the brands included: Arteviva - Hand Woven, Carvico, Circleline Design, Elastificio Toscano, Fashion Room, Fiona Colquhoun Design, Forza Giovane, Intex, Jersey Lomellina, Kit Service, Maglia Project, Manusa, Miele Italia, Moda Futuribile, Mode...Information, Pafa, Pashma, Passamani, Shima Seiki Italia, Stamperia Marra, The Collection London.

Vintage Selection No. 33

Vintage Selection, the winter edition of the reference fair showcasing vintage design clothing, accessories and objects, will be held for the first time at the Fortezza da Basso, in the striking location of the Cavaniglia Pavilion. Vintage Selection confirms its close synergy with Pitti Filati and its audience of hyper specialized public for whom every time provides a stimulating experience with a high creative content, assuming the role of a concept lab for the trends of the past as well as an extraordinary archive from which to draw inspiration for their research. The general theme for this edition, Mind the box, refers to The Pitti Box, the main theme of the winter shows organized by Pitti Immagine: A special layout punctuated by luminous frames accompany visitors as they discover a new perspective on vintage. In harmony with the atmospheres of the Pitti Filati Spazio Ricerca, the commemoration of decades filled with style in sport as witnessed in the '70s, '80s and '90s guided the fair's display and graphic choices as well as an exhibition that will use surprising outfits to showcase the vintage sportswear universe.

Feel The Yarn 2019

The Consorzio Promozione Filati and Elementi Moda presented at the fair with a space promoting the Consortium's 25 companies in the light of the new edition of Feel the Yarn, the competition dedicated to aspiring designers from a selection of the best international fashion schools that aimed to expand the creative potential expressed by the yarns produced by the most qualified Italian spinning mills.