



PITTI IMMAGINE FILATI 94

spring/summer 2025

A further edition marked a positive growth

The 94th edition of Pitti Immagine Filati (Florence, Fortezza da Basso, January 24-26, 2024) ended with an attendance of 3,000 buyers - around 1,170 of them international, a 4% increase from last January - and thus can already be deemed more than successful. The event showcased yarn collections for the Spring-Summer 2025 season, designed and produced by the best Italian and international mills, totaling 115 exhibitors. Overall - including journalists, agents, and suppliers - 3,600 visitors were registered.

"Our exhibitors have worked at very high and focused rhythms," says Raffaello Napoleone, CEO of Pitti Immagine, "thanks to the presence of motivated, competent buyers with spending power. It's not just about the numbers, which are pleasing as always: a look through the attendee list reveals that, for years, all the style offices of the major fashion and luxury houses and the best international knitwear companies haven't missed an edition of the show. And it's not just about fashion in the strict sense: Pitti Filati is also visited by heads of style departments of prestigious interior and home design companies and other industrial creativity professionals, like those in the automotive industry."

In the ranking of international attendees, the top spots are occupied by France, Great Britain, Turkey, Germany,

Switzerland, USA, Spain, Mainland China, Japan, and the Netherlands. The significant increase in Asian buyers (adding South Korea and China-Hong Kong to the aforementioned countries) is perhaps the characteristic element of this edition of the show - and also bodes well for the next June edition, focusing on the winter collections, which generally have a greater impact on the volumes and revenues of the producers.

"Pitti Filati is a different kind of fair," concludes Agostino Poletto, General Director of Pitti Immagine, "as the highest technical and manufacturing content is combined with the ability to evoke and represent the glamour of fashion, which is now inseparable from a conscious sensitivity to variously interpreted sustainability themes. It's a three-day gathering for industry operators, an opportunity for dialogue and mutual drive towards innovation, in all the components leading to the product - and in this regard, the Research Area, as always, is an unmissable part of the journey in Fortezza. That's why Pitti Filati is the place-to-be for the international market, unmatched worldwide."

Positive feedback was also recorded among buyers, the press, and operators for the new Research Area MILESTONE, curated by Angelo Figus and Nicola Miller, the fair's creative laboratory



and a real experimental observatory for future trends; as well as the special area CustomEasy, curated by Maurizio Brocchetto and dedicated to customization in luxury knitwear, Knit Club, with its selection of some of the best knitwear companies, and the participation of D-HOUSE, an urban laboratory for the fashion, design, and automotive sectors. There was also significant appreciation and attendance for Vintage Selection, a show within the show and an added value for the operators arriving at the Fortezza da Basso.

In conclusion, today the first session of the "CFMI Academy" took place in the Fortezza, a new operational deep-dive format for Fashion Design students born from the partnership between Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit: a new and exciting educational opportunity, which saw extensive participation

from students of fashion schools and academies, for a full immersion in sustainable fashion creation.

The Italian Ministry of Foreign Affairs and International Cooperation and the ICE Agency support the Pitti Immagine 2024 fashion fairs

The Italian Ministry of Foreign Affairs and International Cooperation and the ICE - Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies, are promoting the role of Florence in the internationalization strategy for Italian fashion by supporting the Pitti Immagine fashion shows, offering an essential contribution to the program of incoming delegations of top foreign members of the trade and the communication projects.



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"Thanks to this collaboration" says Agostino Poletto, General Manager of Pitti Immagine, "we can also invest precious resources in inviting buyers from emerging markets, both those we know to be potential new clients for quality Made in Italy, as well as those which are already becoming important to our domestic exhibitors. We have been working with the staff of the ICE offices abroad on these activities, always finding expertise and in-depth knowledge about the respective distribution and consumption contexts, decisive elements for good programming".

UniCredit is confirmed as Pitti Immagine's Main Partner

The bank has renewed the three-year sponsorship agreement and commitment to support the development of territories and Made in Italy excellence. The collaboration agreement between UniCredit and Pitti Immagine has been renewed for the 2023-2025 three-year period, a sponsorship which, once again, sees the banking group in the role of Main partner, remaining active in the front line in order to offer its expertise and support to one of the key sectors of the Italian economy. "We have worked very hard and with great dedication with Unicredit over the past three years" says Raffaello Napoleone, CEO of Pitti Immagine, "we are happy that this will continue and that what we feel to be a true

partnership has been renewed until 2025. The experience we have had in such a difficult and unprecedented context will help us to realize even better projects, not just for us who have signed the agreement but, above all, for the Made in Italy companies we represent and assist with our respective events and services."

"The renewal of this partnership" says Annalisa Areni, Head of UniCredit Client Strategies "confirms our commitment to supporting the Fashion industry and, more in general, the national production fabric. We are enthusiastic about continuing the collaboration with Pitti, contributing to keeping the spotlight on one of the leading sectors of Made in Italy with which we intend to continue to act as an active interlocutor in terms of innovation, sustainability and internationalization."

The protagonist brands

- 115 brands in total will be taking part in this edition
- 75 exhibitors inside the Filati area, 8 of which from abroad (Japan, UK, Turkey, China)
- 25 exhibitors inside the CustomEasy area, 1 of which from abroad (Japan)
- 15 exhibitors inside the KnitClub area, 1 of which from abroad (Hong-Kong)

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The new theme of SPAZIO RICERCA at Pitti Filati 94



The Spazio Ricerca is the creativity laboratory and the experimental observatory of Pitti Filati, where the trends of the future are born. The stone is the symbol for the coming season. It represents a concentrate of the force of nature; an energy that goes beyond imagination since nature is the greatest spiritual being of which humanity is part. A force that is intrinsic in its formation. A symbol that identifies a place, a passage, a landscape. An object that has survived time. We call it MILESTONE, the title of the new Spazio Ricerca curated, as at every edition, by Angelo Figus and Nicola Miller.

It is the stone which, since Roman times, has marked the miles on public roads: an invitation to take part in a journey punctuated by intermediate stages seen as milestones of beauty and astonishment. An invitation to experience time at another speed, giving it a different weight. A journey through time and space to grasp and savor our planet's extraordinary nature that goes beyond the imagination. And that includes the artificial as well

The trends develop in three color and tactile themes, inspired by thirty of the planet's most inspiring places that are as real as they are incredible and divided into three groups by special affinities and chromatic suggestions.

FLUID - the first theme evokes temperature variations from cold to hot. Fluidity permits smoothness and harmony. And the fluidity that connects this theme's places is very special indeed.

TACTILE - the second vibrant theme. Tactility permits understanding and perception. The places that inspire this theme share a very special sense of touch/tactility.

CONCRETE - the third theme is sophisticated and mineral. Concreteness makes it possible to be real and effective in terms of expression and action. The places that inspire this theme share a very unusual sense of material





