

# Creativity and Confidence at Pitti Filati 97

Over 3,300 buyers attended the 97th edition of Pitti Filati (July 1–3, 2025), including approximately 1,700 from abroad (representing over 50 countries and 51% of the total). Attendance remained at the same high levels as last year, with a slight decline among Italian visitors, as had been anticipated.

Among international markets, notable growth was recorded from France (+21%), the United Kingdom (+8.5%), Germany (+6%), Japan (+15%), along with increased participation from China, Spain, Portugal, Switzerland, and Hong Kong.

In the ranking of the top 15 international markets, France leads, followed by the United Kingdom, Germany, United States, China, Switzerland, Japan, Spain, Turkey, Portugal, Netherlands, China-Hong Kong, Denmark, Belgium, and South Korea.

This was a vibrant and positive edition of Pitti Filati. It continues the momentum of our recent shows. There's a clear awareness among industry professionals that the Italian yarn sector is undergoing a period of adjustment, reflecting broader challenges in the fashion industry. However, over these three days at the Fortezza, there was palpable energy: a strong desire to explore creative and innovative yarns and engage with the services offered by the 130 exhibiting companies. This sense of optimism was tangible, fueled by the experience of coming together to offer concrete responses to the market. The continued strong international presence – including style offices from the world's top fashion brands and maisons – further confirms this positive direction. We're already working on the next edition to ensure that Pitti Filati remains a key platform for international yarn and knitwear professionals to find effective solutions and renewed momentum for upcoming seasons — Raffaello Napoleone, CEO of Pitti Immagine.

Pitti Filati remains a crucial gathering for the international knitwear community, that connects yarn producers with the style departments of fashion brands along with knitwear manufacturers and other key figures in the creative process, right through to the education sector. Buyers from over 50 different countries found fresh inspiration at this edition, starting with the yarn collections: booths full of creativity, not only in product innovation but also in their immersive, often multisensory presentations. As always, a highlight of the Fortezza experience was the Spazio Ricerca, titled D-TALE, curated by Angelo Figus and Carrie Hollands. Equally appreciated were the CustomEasy area – showcasing the new frontiers of customization, curated by expert Maurizio Brocchetto – the Knit Club section featuring a curated selection of the best Italian knitwear manufacturers, and Vintage Selection with its research on fashion from the past. The CFMI Academy 2025 final event also drew great interest. This project, aimed at training young entrepreneurs, is a collaboration between the Centro di Firenze per la Moda Italiana and UniCredit, with Piattaforma Sistema Formativo Moda ETS and Polimoda as educational partners. The event spotlighted five innovative business ideas developed by student teams from various Italian fashion academies and schools — Agostino Poletto, General Director of Pitti Immagine.



Strong turnout and enthusiasm also marked the various events and initiatives organized by the exhibiting yarn companies during the fair – including the celebration of Lineapiù's 50th anniversary and Biella Yarn's 25th anniversary.

A standout moment of this edition was the award ceremony for the 16th edition of “Feel The Contest 2025 – Master Edition,” promoted by Feel The Yarn®. The winners were selected by a jury of nine internationally renowned professionals: Avery Zhang from the London College of Fashion took first place with her knitwear creation, in collaboration with Manifattura Sesia; Lan Krebs from The Swedish School of Textiles won second place, partnered with Filatura di Pollone; Melina Shibli from Istituto Marangoni Firenze was the Social Winner (most voted online), paired with Alpes Manifattura Filati. The awards were presented by Leonardo Mannelli of Casa del Filato, the newly appointed President of the Consorzio Promozione Filati (CPF), in his first official role.

## D-tale. The new Spazio Ricerca

D-tale was the theme of the new Spazio Ricerca, curated by Angelo Figus in collaboration with Carrie Hollands (knitting and yarn direction) and Manuela Sandroni (general coordination). The season marked a return to the culture of dressing and the wardrobe—a culture that was also reflected in food, home, the economy, and social relations. There was a growing awareness of and respect for the body and its natural evolution, approached with restraint and balance, without excess. Details made the difference—especially those related to construction techniques: from textile surfaces to pattern-making to manufacturing methods. These elements emerged as the new stylistic signatures of fashion proposals.

D-tale represents a journey into the details of the history of fashion divided into three topics: BLUNIFORM, the topic of uniforms and blues; EXOTICALL the theme of nature in a naïf key; CAFFÈ DE LÀ PAIX the theme that explores the atmospheres of the Ottoman culture in a luxury modern key. The Spazio Ricerca presented 72 mannequins, created in collaboration with the yarn mills participating in the fair. The research aspect was elevated, giving shape to the yarns produced by the companies and showcased through an immersive installation of abstract outfits, each finely characterized by details drawn from past and future eras ■







## Knitting and yarn direction

