



PITTI FILATI 86

Florence, Fortezza da Basso, 22-24 January 2020

PITTI FILATI N.86, WHERE FASHION LOOKS AHEAD

Pitti Immagine Filati 86, the key international event featuring the world of yarns for the knitting industry, will be held in Florence from 22 to 24 January 2020. This exciting and engaging rendezvous brings together the novelties, excellence and creativity of the international spinning-yarn industry. With a dedicated focus on research and sustainability, Pitti Filati is a **concept lab** and **platform for trends, inputs and inspiration** aimed at the buyers and designers from leading fashion brands. It's a world full of discoveries that offers a comprehensive view of the principal trends and latest ideas for upcoming seasons. This 86th edition will feature the **world previews of knitting yarn collections for spring/summer 2021.**

THE EXTRAORDINARY GRANT OF MAECI AND THE ICE AGENCY

This edition of Pitti Immagine Filati benefits from the special grant of the Italian Minister of Foreign Affairs and International Cooperation (MAECI) and the Italian Trade Agency (Agenzia ICE) to support Made in Italy trade fairs. This grant is dedicated to promoting hospitality, media and advertising activities.

SHOW YOUR FLAGS AT PITTI:

The theme of the winter fairs

This time Pitti is talking flags. A rectangle of material, an inlay of lines, colors, and designs, the Pitti Immagine flag flutters in the snap taken by the prominent photographer reporter Franco Pagetti for the campaign dedicated to the winter fairs. Fabrics in constant movement, they are not unlike the clothing we wear: mobile symbols of identity, belonging, thought, feeling. A flag is never a silent fabric, it always has something to say; it consistently arouses emotions because it speaks in universal messages. Flags are beautiful geometrical compositions; they give pleasure to the people who see them flying. Pitti is like the United Nations of Fashion where every brand has its own flag, but also where each one of us can become our own flag. And the Pitti Filati will interpret this new theme waving flags that in turn represent games, creativity, adventure, curiosity. "Show Your Flags at Pitti" will be staged at the Fortezza da Basso with art direction by Angelo Figus and a set design by Alessandro Moradei.

YARNS UNITED

The new SPAZIO RICERCA

One, ten, a hundred flags. There is one for each exhibitor that makes up this impressive United Nations of Yarn. In fact, "Yarn United" is the title of the new Spazio Ricerca, which is in sync with the main theme of the Pitti Immagine winter trade shows. An authentic workshop of creativity, the Spazio Ricerca will observe the flag theme from six different perspectives: **ORIENT** (naval flags); **WAVE** (flags that change and reinvent themselves); **TWINNING** (flags as a sign of sharing); **ARALDICA** (flags enlivened by mythical and symbolic figures); **THE MOON AND THE STARS** (the most recurrent signs found on flags); **ONG** (the non-governmental organizations devoted to human rights, health, the environment, childhood). With the art direction of Angelo Figus and Nicola Miller, and a set design by Alessandro Moradei.

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CUSTOMEASY

Luxury custom made

Customization applied to the luxury world is at the heart of CustomEasy, a project now in its third edition that has become an established venue. On the Lower Ground Floor of the Central Pavilion, with a set design by Alessandro Moradei, numerous Pitti Filati exhibitors, in synergy with each other, will give life to a unique knitwear collection that is the result of a genuine integration of the production chain. Premium yarns are transformed into knitted garments by knitwear manufacturers in the KnitClub and treated by sector specialist Maurizio Brocchetto (Intex). 10 companies that have contributed to the realization of the project, curated by Angelo Figus, will be present with as many pop-ups, in the Salone M.

SUSTAINABLE

the area dedicated to sustainability grows

Launched for the first time at Pitti Filati in June, this project dedicated entirely to the many facets of sustainability continues to grow. Conceived as a space to address topical questions, SustainAble – which extends inside and around the Cavedio area of the Lower Ground Floor of the Central Pavilion – offers an opportunity to get to know products and companies that meet the now essential criteria of environmental sustainability. It's a challenge that impacts everyone in terms of production and design. The creative direction of Angelo Figus and Arianna Mereu demonstrates that excellence can also respect the ecosystem. With a set design by Alessandro Moradei.

FEEL THE YARN

move beyond is the theme of "THE CONTEST 2020"

Feel the Yarn will be present at the fair with a desk, on the Ground Floor of the Central Pavilion promoting The Contest: the competition and event dedicated to aspiring designers from a selection of the best international fashion schools which promotes the products from 35 participating yarn mills. MOVE BEYOND is the theme proposed by Ornella Bignami, the curator for this edition. The concept is to go beyond, to dynamize the change towards new esthetic expressions. Fashion is the language that guides us from a culture of extreme opposites towards a more harmonious, sustainable scenario, a new phase of modernity.

KNITCLUB

new location: in the Salone M, technical and creative excellences

Strongly interconnected with the Spazio Ricerca, KnitClub is the Pitti Filati venue that showcases quality knitting mills, in the Salone M, on the Lower Ground Floor of the Central Pavilion. This is where buyers, designers and style departments of leading international fashion brands meet the technical and creative excellences of the companies selected by Pitti Filati. The focus is on an increasingly global and advanced production chain synergy.

FASHION AT WORK

Style consulting, stitch and prototype development, printing on knits, knitting machinery, buttons, accessories and trimmings, embroideries and appliqués, dyeing and finishing, trend moodboards, color-coding systems, and software for designing and manufacturing. All this is



found at Fashion At Work, the venue that welcomes Italian and foreign exhibitors involved in the crucial stages of the creative process dedicated to yarns.

THE LATEST NEWS FROM THE DIGITAL WORLD OF PITTI!

Do you want to be prepared for your visit to Pitti Filati? On our website and on the PITTISMART App you will find all the new e-Pitti online services which, from this edition, will provide more in-depth information about the brands and the product offering of each exhibitor via an exclusive preview for registered buyers. It is an opportunity to facilitate networking and maximize your business and communication contacts – before, during and after the fair. Don't miss the latest digital innovations. Stay tuned!

This edition's special project:

THE ACCADEMIA COSTUME & MODA FASHION SHOW featuring the knitwear design talents of the future

At Pitti Filati 86, on **22 January 2020**, at the Fortezza da Basso in the **Sala della Ronda**, a catwalk show will feature the personal collections of eight international students from the First Level Master's Degree course in "**Maglieria, Creative Knitwear Design**" (CKD Master) of the **Accademia Costume & Moda** in Rome. Now in its third edition, the project that intends to assist the emergence of young fashion designers and excellences in knitwear is promoted and organized by **Fondazione Pitti Immagine Discovery** together with **Accademia Costume & Moda, Modateca Deanna** and **Max Mara Fashion Group**. The students will have the chance to show their personal collections made from the very best selection of fabrics and yarns of Pitti Filati 86's knitting mill partners, using natural raw materials and working with certified companies only.

The students and companies involved are:

Valeria Fortini (Maglificio Innocenti, Crisden); **Laura Galati** (Volcar, Filpucci, Zegna Baruffa Lane Borgosesia); **Ana Karen Garza** (Zanni Maglieria, Artemaglia Fashion, Filpucci); **Monica Gesualdo** (Melys, Be.Mi.Va, Cariaggi Lanificio); **Chen Rei Yang** (Shima Seiki Italia, Trame Trevigiane, Dondi Jersey, Be.Mi.Va, Tollegno 1900, Crisden); **Silviana Neamu** (SMT, Be.Mi.Va, Iaria Manifattura Lane, Staff Ricami); **Lynn Sungurtekin** (Loma, Dondi Jersey, Ricami Laura, Staff Ricami, Blu di Prussia, Crisden); **Namrata Surana** (Maglificio Marilina, Dondi Jersey, Linea Più, Tollegno 1900, Blu di Prussia).

On the catwalk at Pitti Filati are also the winners of the **Industry Projects**: the contest kicked off at the beginning of the academic year, which saw each of the companies **Diesel Brave Kid, Roberto Collina, Max Mara Fashion Group, Missoni** and **K-Way** present a creative brief to the students for the creation of a special capsule collection.

Among the initiatives inside the Fortezza:

From MODA FUTURIBILE® a emphasis on technological craftsmanship With the focus "Hi-Craft"

MODA FUTURIBILE, the Dyloan Studio project that enhances the Italian know-how and promotes the synergy between different players in the supply chain, returns. At this edition of Pitti Filati, within the Fashion at Work section on the Lower Floor of the Central Pavilion, the "Hi-Craft" focus will put the emphasis on technological craftsmanship, with the state-of-the-art artifacts made by historical knitting mills - Maglificio De Pietri, Maglificio Mely's, Maglificio Pini



and Maglificio Cortese - characterized by the use of innovative materials and personalized by the **artist No Curves** through the techniques of the technological manufacture Bond Factory. Among the renowned participating spinning mills: Filmar, Filpucci, Filatura di Tollegno and Botto Giuseppe. And to make the synergy between the companies involved even more tangible, in the first two days of the fair, No Curves will offer visitors the customization of the clothes live, thus applying some of the technologies of the Bond Factory live.

During Pitti Filati:

VINTAGE SELECTION no.35 staged at the CAVANIGLIA PAVILION

With Vintage Selection, vintage clothing, accessories and design objects will be featured at the Fortezza da Basso during Pitti Filati. Spaces in the Cavaniglia Pavilion become the natural habitat for an extraordinary archive from which today's designers and leading style departments draw inspiration for their research. This concept lab looks back at past trends and remixes them in a contemporary key. The title of this edition, inspired by the theme of the Pitti trade fairs, is Vintage Flagship and the symbol will be a patchwork flag made up of numerous fabrics in various colors and patterns taken from garments. This surprising shopping and entertainment experience will captivate both the public and exhibitors.

Numbers and names

Brands/Firms

137 brands in total at this edition, **19** from abroad (Australia, China, Germany, Japan, Mauritius, Peru, Portugal, United Kingdom, Hong Kong, Romania, Switzerland e Turkey)
_87 exhibitors in the Pitti Filati section, **13** of which from abroad
_20 exhibitors in the Fashion at Work section, **3** of which from abroad
_20 exhibitors in the KnitClub section, **3** of which from abroad

Buyers/ visitors:

4300 buyers in January 2019, of which **1,750** from abroad.

The key foreign markets:

Regno Unito (211 buyers), seguito da **Francia** (190), **Germania** (152), **Stati Uniti** (121), **Spagna** (78), **Svizzera** (75), **Russia** (72), **Turchia** (65), **Olanda** (58), **Giappone** (52), **Cina** (49), **Svezia** (32), **Belgio** (30), **Hong Kong** (27) e **Danimarca** (27).

New names and returns include:

Inside PITTI FILATI: **Filartex** e **Manifatture Tessili Bresciane** (Italy), **Spoerry 1866** (Switzerland), **Takizen** (Japan)

Inside FASHION AT WORK: **Arteviva Hand Woven**, **Gualchieri & Gualchieri**, **Seritess**, **Simet**, **Stoll** e **Ugolini** (Italy)



Inside KNITCLUB: **Manifattura Alessia, Elsa Carlini Cashmere Lab, 25 Knitwear, Alina Pes e Fabrica 29** (Italy); **Nippon Steel Trading** (Hong Kong)

Inside CUSTOMEASY: **Art Design, C.Tessile, Cotton Trend, Fa Ricami, G.S., Intex, LBC Company, The Store, Titanus, Zero1** (Italy)

Pitti Boys & Girls:

Scopri tutti i brand protagonisti di questa edizione!

Pitti Immagine ringrazia OOF WEAR, BLUNDSTONE, AT.P.CO e SUN68 per il contributo nel vestire i Pitti Boys & Girls a questa edizione dei saloni.

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