

**EQUO ECO FRIENDLY AT PITTI FILATI:  
THE SECOND STAGE OF ECO-LUXE  
FOR A NEW CONCEPT IN LUXURY**

*Equo Eco Friendly* is what is new at Pitti Filati 63: it is workshop/lab and "info point" on the evolution of the concepts of natural, ecological and fair trade which, together are the inspiration for design and the new market trend that is creating a major change in the idea of luxury itself. Designed and curated by **Ornella Bignami**, expert in trends and knitwear, it is the ideal continuation of what began last season with Eco-Luxe. *Equo Eco Friendly*, the informative and entertaining project-exhibition-installation in the **Cavaniglia Pavilion** analyzes the interaction between nature and technology. It also presents a new range of products that are not necessarily linked to organic farming, but are made with recycled materials – cotton, polyester, nylon – and dyed and finished with low environmental-impact processes, as well as goods that are energy-efficient to make and are closely tied to local traditions and consumption – and of course using natural raw materials such as alpaca, linen, hemp and milk fiber.

*Equo Eco Friendly* is hosted in a special setting designed by architect **Alessandro Moradei**. The setting has a purpose of its own: to convey the concept of a future of textile excellence based on the union of nature and technology. The protagonists of the installation are "eco-pixels", wooden cubes that build fragmented shapes, like images on a computer monitor. The area is dominated by a big wall comprising eco-pixels that serve as supports and stands for the textiles, garments and raw materials featured at the event. The texts presenting the fibers – production methods and recycling techniques – are projected on seamless plasma screens that fit perfectly in the pixel walls/grid. The eco-pixels are also the protagonists of the lounge area: held together by metal bands & wood bands and they become seats and furnishing accessories.

**The materials on display at Equo Eco Friendly were supplied by:**

ALPES, CARIAGGI FINE YARNS, ECAFIL BEST, ENZOBRESCI, FILARTEX, FILATI BE.MI.VA., FILATURA DI CHIAVAZZA, FILATURA PAPI FABIO, FILATURA POWER, FILATURA e TESSITURA DI TOLLEGNO, FILPUCCI, I.A.FIL., IGEA, LANECARDATE, LANIFICIO DELL'OLIVO, LINEAPIU', LINIFICIO e CANAPIFICIO NAZIONALE, LORA & FESTA, LORO PIANA, MANIFATTURA DI LEGNANO, MANIFATTURA SESIA, MARCHI & FILDÌ, OLIMPIAS-FILMA, OLIMPIAS-GORIZIANA, PANCONESI STEFANO, PECCI FILATI, PINORI GROUP, SABOTEX, SCHOELLER BREGENZ, SINFONIA by GI.TI.BI., TINTORIA DI QUAREGNA, TODD & DUNCAN, TOSCANO, VIMAR 1991, ZEGNA BARUFFA-LANE BORGOSIESIA

Florence, 2 July 2008