



# PITTI IMMAGINE FILATI

## **PITTI FILATI 84**

Florence, Fortezza da Basso, 23-25 January 2019

### ***PITTI FILATI NO.84, WHERE FASHION RESEARCH BEGINS***

**Pitti Immagine Filati 84, the key international event featuring the world of yarns for the knitting industry, will be 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 presents 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 *maisons* 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 84<sup>th</sup> edition will feature the **world previews of knitting yarn collections for spring/summer 2020.**

#### **THE EXTRAORDINARY GRANT OF MISE AND AGENZIA ICE**

***This edition of Pitti Immagine Filati benefits 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 is dedicated to developing hospitality, media relations and advertising activities.***

#### **THE PITTI BOX, the theme of the winter fairs**

The Pitti Box is a tribute to the common character of our 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 will plunge 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 program 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 will offer 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 will be 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 Ficus** and knitwear expert **Nicola Miller**. The layout is by **Alessandro Moradei**.

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**Two projects devised exclusively for Pitti Filati creatively linked to the themes of the Spazio Ricerca: Techno-Luxury e CustomEASY.**

**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 fibers 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.

**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.

**CREATIVE KNITWEAR DESIGN ON CATWALK**

**Fashion show by the Master's Degree students in CKD**

Knitwear talents are showcased in a **Fashion Show by the First Level Master's Degree course in "Maglieria, Creative Knitwear Design" of the Accademia Costume & Moda in Rome**. Now in its second edition, the project that intends to assist emerging young fashion designers and excellences in knitwear is promoted and organized by the Fondazione Pitti Immagine Discovery together with the Accademia Costume & Moda and Modateca Deanna. The show will also host the winners of the Special Projects realized in collaboration with **Benetton Group, Roberto Collina, Max Mara, Ermanno Scervino and Napapijri & The Woolmark Company in collaboration with STOLL**.

**KNITCLUB, the expression of an increasingly advanced synergy**

KnitClub is Pitti Filati area that showcases quality knitting mills. A consolidated selection of companies able to interpret 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 represents 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.

**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: from consulting to production**

The Fashion at Work section is 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, color-coding systems, and software for designing and manufacturing.

**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 in the CAVANIGLIA PAVILION**

*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 will 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 will guide the fair's display and graphic choices as well as an exhibition that will use surprising outfits to showcase the vintage sportswear universe.

### **Waiting for FEEL THE YARN 2019**

The Consorzio Promozione Filati and Elementi Moda will be present 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 aims to expand the creative potential expressed by the yarns produced by the most qualified Italian spinning mills.

### **e-PITTI, the e-fair**

e-PITTI.com is Pitti Immagine's digital fair project, a B2B platform that extends online the business conducted during the physical fair. The Pitti Filati e-fair will be online from January 31st and the entire catalogue of over 70 brands and 700 products will be available to all certified buyers for 11 weeks. In addition to the collections, e-PITTI.com offers an up-to-date Fashion Directory: editorials showcasing trends for the upcoming season, brands' insights and styling suggestions.

*Among the events:*

### **MODA FUTURIBILE: Food in Fashion**

MODA FUTURIBILE is the project organized by Dyloan Studio which valorizes the excellences of the fashion system by creating items that are the expression of know-how and synergies, the result of the collaboration between various companies and creatives. This year, on the occasion of Pitti Filati 84, MODA FUTURIBILE makes research and innovation the keystone for interpreting the theme selected: "Food in fashion". An all-new format that is unique and sustainable: the result of the dialogue between two truly dynamic sectors. Food and Fashion are, in this case, areas which make a regular connection, where various actors in the production chain, designers, the starred Pastry Chef Annalisa Borella and the winemaking company Marco Felluga combine their know-how to present articles and products that are harmoniously linked; the fruits of beauty and good taste. This is an opportunity to see the original synergy between these areas become tangible, offering not just something unique to be experienced, but also to be savored.

### **FASHION AND SDGs: The importance of the supply chain and the role of young generations for the competitiveness of sustainable production models. Dialogue between stakeholders**

On January 24th at Pitti Filati, **Filmar** will present, together with its partners, the initiative and announce the winner of the Spring Summer 2020 edition. The meeting will also be an opportunity to talk about the commitment made by the participants with regard to sustainability and the management of the value chain in line with the respect for the environment, with the workers' rights and the well-being and growth of the several countries involved. Filmar has placed social responsibility at the center of its corporate strategy. As a company participating in the United Nations Global Compact, it applies, supports and promotes, in its sphere of influence, a set of fundamental principles related to human rights, labor standards, environmental protection and the fight against corruption.



## Numbers and new names

### Brands/Firms

**119 brands in total** at this edition,

**\_82 exhibitors** inside **Pitti Filati** section with **14 from abroad** (United Kingdom, Japan, China, Romania, Turkey, Switzerland, Mauritius, Perú)

**\_21 exhibitors** inside the **Fashion at Work** section, with **4 from abroad** (United Kingdom, India, Germany)

**\_15 exhibitors** in the **KnitClub** section, with **3 from abroad** (Japan and Australia)

### Exhibition area:

**20,000** square meters

### Buyers/ visitors:

**4,350** buyers in January 2018

of which **1,800** from over **50 countries**

### The key foreign markets:

United Kingdom, France, Germany, United States, Switzerland, Spain, Russia, Turkey, Japan, Netherlands, China, Belgium, Sweden, South Korea and Hong Kong.

The **NEW NAMES** and **RETURNS** for this edition include:

\_ inside PITTI FILATI section: **Filartex**, **Consinee Group e Top Line** (China), **Fil.Pa 1974**, **Spoerry 1866** (Switzerland)

\_ inside FASHION AT WORK section: **Arteviva**, **Carvico**, **Jersey Lomellina**, **Intex**, **Maglia Project**, **Elastificio Toscano**, **Manusa** and **Circleline Design** (UK)

\_ inside KNITCLUB section: **Daiichi Knit e Marusho Knit Factory** (Japan) and **HandKnits** (Australia).

***Pitti Immagine would like to thank BLUNDSTONE, DIVISIBILE, ICE PLAY and WHITE SAND for their contribution to dressing the Pitti Boys & Girls at this edition of the fairs.***

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