



**Pitti Filati 84 fully expressed the dynamism, great research and very high quality of the best international yarn manufacturers. From the Fortezza da Basso there was optimistic feedback for an energetic edition which was rich in creative ideas. On the foreign front, the most important markets maintained the high attendance levels seen at the last editions; and even Italy surprisingly confirmed its numbers. In total there were around 4,300 buyers from 50 foreign countries**

**The 84<sup>th</sup> edition of Pitti Filati (23-25 January 2019) came to an end at the Fortezza da Basso in Florence amidst an atmosphere of great excitement and genuineness among the stands: with buyers arriving from over 50 foreign countries intent on discovering new ideas, research and the latest trends expressed in the collections of the protagonist yarn manufacturers and preparing sample collections for the next 2020 summer season.**

“Once again Pitti Filati has optimally expressed the great work of research and the investment into innovation made by our yarn manufacturers” **says Raffaello Napoleone, CEO of Pitti Immagine.** “The feedback I have collected in the past days is all very positive: the international buyers greatly appreciated the new collections presented by the preeminent Italian and foreign yarn manufacturers, and we welcomed a select and highly qualified public of designers, style bureaus and members of the trade who arrived from all over the world, some of whom were hosted at the fair also thanks to the plan of incoming delegations supported by the Italian Ministry for Economic Development (MiSE – Ministero dello Sviluppo Economico) and the Italian Trade Agency (Agenzia ICE). I am pleased to emphasize the great attention our public reserved for the two new installation-projects at this edition – *Techno-Luxury* in collaboration with Carvico and Jersey Lomellina, a new way of understanding fashion, luxury and performance, and *CustomEASY* focusing on customization treatments realized together with the exhibitors, the knitwear manufacturers in Knitclub and INTEX – which further expanded the work on innovation proposed by Pitti Filati. And then there was the large and enthusiastic public that greeted the collections showcased on the catwalk show by the Master’s Degree students in *Creative Knitwear Design* of the Accademia Costume e Moda and Modateca Deanna, one of the special events scheduled, as well as the extraordinary results enjoyed by the Spazio Ricerca curated by Angelo Figus and Nicola Miller: it was very popular again at this edition, anticipating next summer’s yarn trends in a creative and surprising way”.

The final attendance figures registered **basically stable results on the foreign front, with around 1,750 buyers present: the top 10 markets represented at the fair-included United Kingdom, France, United States, Switzerland, Russia, Spain, Netherlands and Turkey –** which maintained more or less the **same levels achieved by their buyers** at the last two editions, whereas there was **a drop in buyers from Japan** and even more from **Germany**. Looking at the results for **Italian buyers**, once again the numbers recorded a year ago were basically confirmed, with slightly fewer companies compared to the last edition. Overall **Pitti Filati 84 registered a total of 4,300 buyers.**

The **United Kingdom** once again led the **ranking of the top 15 reference countries** (211 buyers), followed by **France** (190), **Germany** (152), **United States** (121), **Spain** (78), **Switzerland** (75), **Russia** (72), **Turkey** (65), **Netherlands** (58), **Japan** (52), **China** (49), **Sweden** (32), **Belgium** (30), **Hong Kong** (27) and **Denmark** (27).

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