



# PITTI IMMAGINE FILATI

## PITTI FILATI 85

Florence, Fortezza da Basso, 26-28 June 2019

### ***PITTI FILATI NO. 85, THE FASHION RESEARCH CENTER***

**Pitti Immagine Filati 85, the key international event for the knitting yarns industry**, will be held in Florence **from 26 to 28 June 2019**. Both a fair and a mini fashion week that welcomes visitors in a climate which is always new and exciting. **A concept lab and a launch pad for the latest global lifestyle trends**, Pitti Filati continues to focus on research, developing and consolidating the synergies between its various areas and boosting the role of the Spazio Ricerca, the driving force of creativity. With a fresh and absorbing layout, Pitti Filati presents excellence in yarn manufacturing on an international scale to its extraordinary audience of buyers from all over the world and designers for the best fashion brands who come to Florence looking for new input and inspiration for their work.

The protagonist of this 85<sup>th</sup> edition will be the **world previews of knitwear yarn collections for fall/winter 2020/21**. The big themes for this season include a focus on sustainability, the subject of constantly evolving research in the world of yarn production and an ethical conscience which is becoming increasingly important and popular today.

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

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#### **THE PITTI SPECIAL CLICK**

##### **The theme of Pitti Immagine Filati 85**

Something special clicks into place every six months at Pitti Immagine Filati. When the research carried out by the companies and the Pitti team into new projects, events and international names meets the research of the buyers, journalists, influencers and visitors from all over the world. The resulting spark produces alchemies that are always different, a click of energy and emotion it is difficult to stem along with the "X Factor" that decrees the success of every rendezvous, the element that makes people continue to come to Florence in order to see, learn and try to understand. This is *The Pitti Special Click*, the theme of Pitti Filati 85 which sums up the energy that circulates around the Fortezza and suddenly finds a direction: so the Main Forecourt of the Fortezza da Basso is once again transformed through the set design curated by life-styler Sergio Colantuoni. *The Pitti Special Click* will also be presented through the fair's advertising campaign by Emilio Tini, the photographer and artist whose style celebrates Italian creativity and savoir faire.

#### **HERITAGE**

##### **The new theme of 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. Fall/winter 2020-21 is all about **HERITAGE** and how the patrimony of knowledge, experience and savoir-faire is evolving towards new interpretations to intercept the taste of the designers who distill lifestyle predictions into real products. This will be an edition expressly dedicated to fair exhibitors, the protagonists of six global trends. Along comes a new production chain tendency born out of a need for the clarity and linearity of forms that are able to transmit identifying concepts combined with a high level of portability. Everything is more valuable and classic, even the sportswear, while comfort is a

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certainty alongside assured elegance. A more defined and sculptural image for men and women as well as a new luxury inspired by the fashion system of the 1950s – 1980s. An exhibition and an experimental project that is always surprising produced under the artistic direction of the fashion designer Angelo Figus and knitwear expert Nicola Miller. The layout is by Alessandro Moradei.

### **CustomEASY**

The exploration of the Spazio Ricerca includes a synergic project realized between the various players at Pitti Filati. Initially the prerogative of denim and streetwear, today customization treatments are also very widespread in the luxury world. The fair exhibitors' top yarns are transformed into knitted garments by the knitwear manufacturers in KnitClub and treated by a sector specialist. The goal is a special collection of unique knits, the result of an authentic integration of the production chain. A project curated by Angelo Figus.

### **SUSTAINABLE has arrived: an area entirely dedicated to sustainability**

In June, for the first time, Pitti Immagine Filati will be launching *SUSTAINABLE*, a project entirely dedicated to sustainability and its multiple facets. The input will come from the directions provided by a market that demands clarity in terms of raw materials and production processes, a design that is increasingly careful to avoid conflicting with the eco-system and users who are more informed than ever about the impact of their consumption. *SUSTAINABLE* will be an area devoted to sustainability in a broad sense, conceived and staged to exclusively valorize the sustainable products present in the collections. Sustainability is manifested in different forms, from production carried out through a sustainable chain to the use of biological raw materials, to the salvaging of processing rejects and wastes. In a creative continuity with the Spazio Ricerca, this will be a new place where visitors are invited to emotionally immerse themselves and be inspired by the research and products that satisfy these requisites. With the creative direction of Angelo Figus and Nicola Miller.

### **This edition's special project**

#### **From the archives of MODATECA DEANNA**

#### **the protagonist is the knitwear experimentation of *Pour Toi***

**Pitti Filati continues the collaboration with Modateca Deanna** that aims to celebrate excellence in Italian knitted goods through the extraordinary archives of Miss Deanna, the historic knitwear company which has collaborated with the biggest international stylists since the 1970s. At this edition a special layout located in the Main Pavilion of the Fortezza da Basso will showcase the knitwear collections of *Pour Toi*, one of the most innovative knitted goods brands of the 1980s. On stage will be a meticulous selection of garments created by the Italian architect and art director, Luca Coelli, and by the American artist and embroiderer, Sam Rey.

### **FEEL THE YARN celebrates its 10<sup>th</sup> birthday**

Under the direction of **Pitti Immagine, Consorzio Promozione Filati** and **Elementi Moda**, **Feel the Yarn** is celebrating its tenth birthday: an important milestone for 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. Halfway between a training project and a competition, on the occasion of *Feel the Yarn* students from the most important fashion design schools in the world will challenge each other on a theme inspired by the Spazio Ricerca. The objective: a special offering of garments designed and knitted using the yarns supplied by the companies. And to celebrate this anniversary, *Feel The Yarn* invites everyone to a party-event at the Serre Torrigiani.



### **The special project**

#### **“Young Talents for Sustainable Thinking” by Salvatore Ferragamo**

At the Spazio Carra inside the Fortezza da Basso there will be also the special showcase of “The Young Talents for Sustainable Thinking” project, related to the exhibition Sustainable Thinking organized by Museo Salvatore Ferragamo. Students from eight international fashion schools - Aalto University (Helsinki), Accademia Costume & Moda (Rome), Coconogacco (Tokyo), Donghua University (Shanghai), IED (Florence/Milan), London College of Design (London), Parsons School of Design (New York), Polimoda (Florence) - were invited to create prototypes based on the themes of sustainability and recycling, using scraps that Salvatore Ferragamo company donated to each school. Each participant created a shoe, a bag or a piece of women’s clothing, and a special panel of judges including representatives of Salvatore Ferragamo, industry experts and fashion journalists judged the designs. Each school’s submissions – including the winning project - will be displayed in a special exhibition during Pitti Filati.

#### **KNITCLUB, under the auspices of synergy**

Strongly interconnected with the Spazio Ricerca, **KnitClub** is the Pitti Filati area that showcases quality knitting mills. An increasingly important selection of knitting mills that can interpret the technical and creative needs of the visitors to the fair. An opportunity for commercial encounters between knitwear manufacturers and buyers, designers and the style bureaus of the most famous international fashion brands that attend Pitti Filati. With the objective of achieving a more advanced and global production chain synergy.

#### **FASHION AT WORK, increasingly interactive**

The **Fashion At Work** section also dialogues with the Spazio Ricerca. 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.

#### **MODA FUTURIBILE: Re-think, Re-Use. Re-Knit**

Moda Futuribile, the Dyloan Studio research project, celebrates ten years of experimentation together with Pitti Filati. For this special edition it has requested the collaboration of Marina Spadafora and the global “Fashion Revolution” movement with the concrete aim of contributing to create a circular, and thus sustainable, fashion system. “Re-think, Re-Use. Re-Knit”, the title of this year’s focus, is already a green manifesto that invites us to save unsold garments thanks to the involvement of knitting mills, designers and yarn manufacturers, and with the know-how of the Bond Factory, the hyper-technological heart of Dyloan.

#### **VINTAGE SELECTION NO. 34**

##### **at the MEDICI PAVILION in the FORTEZZA**

**Vintage Selection, the vintage clothing, accessories and design objects fair** returns for its 34<sup>th</sup> edition which will be held in Florence’s Fortezza da Basso at the same time and in the same place as Pitti Filati 85. The areas of the Medici Pavilion become the natural habitat for an extraordinary archive from which the designers of today and the best style bureaus can draw inspiration and input for their research. A concept lab that looks back at the trends of the past remixing them in a modern key through themed projects that are always different alongside surprising opportunities for shopping and entertainment that are engrossing for both the public and the exhibitors.

#### **New digital frontiers to be revealed and the future projections of e-PITTI.com**

A series of important new features to be discovered are on the way on the digital front. e-PITTI.com is the Pitti Immagine online fair project, a B2B platform that takes the business initiated at the physical fair to a digital level by making a catalogue of over 70 brands and 700 articles available online to all certified buyers for a period of several weeks. Stay tuned!



## Numbers and new names

### Brands/Firms

**135 brands in total** at this edition:

**\_30 exhibitors** in the **Pitti Filati** section, **14 of which from abroad** (United Kingdom, Japan, Peru, China, Germany, Turkey, Australia, Romania, Mauritius, India, Rep. of South Africa)

**\_23 exhibitors** in the **Fashion at Work** section, **8 of which from abroad** (United Kingdom, Germany, India)

**\_20 exhibitors** in the **KnitClub** section, **4 of which from abroad** (Japan, Australia)

### Exhibition area:

**20,000** square meters

### Buyers/ visitors:

**5,500** buyers in June 2018

of which **2,900** from over **50 countries**

### The key foreign markets:

United Kingdom, Germany, United States, France, Japan, Turkey, Russia, China, Spain and The Netherlands.

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

- PITTI FILATI: **Cotofinificio Olcese Ferrari, Filidea, Marchi & Fildi, Filati Power, Inca Tops, Knoll, J.C. Rennie, Michell, Shepley Yarns, Olimpias Group, Mohair South Africa;**

- FASHION AT WORK: **Electrolux, Stoll, Sophie Steller, Bobble e Gary Rooney;**

- KNIT CLUB: **Max Company, Maglificio Pini, Tous le Garcons e Susana Bettencourt;**

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