

Calendar

FAIRS FILATI | 28 - 30 JUNE 2021

The "Events around the City" calendar section has the sole purpose of reporting events taking place in Florence during the days of the show. For information and invitations, please contact the individual organizers directly.

Monday 28 June



Monticolor

11:00 AM - 02:00 PM | STAND C4 - Stazione Leopolda, Firenze

- Presentation of Bonwool, yarn in cotton/wool with two certifications in sustainability.



Lineapiù

02:30 PM | AREA LOUNGE ESTERNA, LATO OPERA - Stazione Leopolda, Firenze

- Lineapiù and Istituto Marangoni present the new academic partnership in Fashion Knitwear Design.

TUTTI I GIORNI PITTI FILATI



100% Filati. The iconic number 100 is the theme of the Pitti Immagine summer fairs

"Pitti 100" is the theme of the Pitti Immagine summer fairs. The idea was conceived and developed around Pitti Uomo which has reached its 100th edition, and has been extended to the other Pitti fairs, also becoming the "100% Filati" version. A multiform graphic symbol by designer Francesco Dondina – the author of important fashion, design, art and culture projects – will characterize the adv campaign and color the exhibition venues, involving the fashion community in an exercise of creativity. Goal and revival combined, in a single message.



The Spazio Ricerca: the creativity of tomorrow portrayed in TRANSFORMER

The period we are living through continues to be characterized by uncertainty, adaptation, and an ability to change. Fashion, in general, is a mirror of this situation, dangling between present and future, between the status quo and the unknown, between the classic and the avant-garde. TRANSFORMER is the title-theme for the fall/winter 2022-2023 trends presented inside the Spazio Ricerca, as at every edition, by Angelo Figus and Nicola Miller. Transformation is highly energized: it is a concept intrinsic to life, nature, biology, mathematics, and sports.



PITTI STUDIOS

A new – 100% sustainable – service for the production of content to maximize the exhibitors' proposals. Starting with just 30 cm of yarn, Pitti Immagine, in collaboration with the knitwear machinery manufacturer Shima Seiki and the Kerner creative studio, is able to realize a 3D animated version of the finished garment which is worn by an avatar just like in a regular catwalk show. A high-quality creative story for optimally communicating the distinctive traits of the collections, with dedicated focuses on Pitti Connect as well as live, thanks to a special installation.



FEEL THE CONTEST. Who will be the winner?

At this edition of Pitti Filati, a special space will be dedicated to the collections of the five finalists of Feel the Contest. A jury of experts – made up of Ornella Bignami, creative director of Elementi Moda; Elisabetta Scarpini, Art Director of Feel the Yarn magazine; Chen Lung Chin, designer; Federico Rocca, senior editor of Vanity Fair and Antonio Cristaudo, Chief Commercial and Development Officer of Pitti Immagine – will select the winner who will have an opportunity to realize their own capsule collection for the SS22 season, entirely Made in Italy.



VINTAGE SELECTION

SPAZIO ALCATRAZ – Stazione Leopolda, Firenze

Laboratorio di ricerca dedicato alla cultura vintage con protagoniste una selezione delle migliori aziende di vintage presenti sul territorio nazionale, che festeggia la sua 36esima edizione con due novità. Ingresso riservato soltanto agli operatori di Pitti Filati. L'allestimento di questa edizione è realizzato in collaborazione con lo store specializzato Ub Firenze.



CKD Master Cube. Il fashion film di Accademia Costume & Moda

The rendezvous with Vintage Selection, the research laboratory dedicated to vintage culture returns and celebrates its 36th edition with two new features. The event returns to the Stazione Leopolda, inside the Spazio Alcatraz and, due to the restrictions imposed by the health emergency, will be reserved solely for members of the trade attending Pitti Filati. The best of the fashion and design of the past will be waiting for you at the fair.