



**100% yarns**  
**The latest edition of Pitti Filati**  
**from 28 to 30 June 2021 at the Stazione Leopolda**

**Pitti Immagine Filati**, the key international event for the world of yarns and knitwear, will be held in person once again and this next edition will, extraordinarily, be held at the **Stazione Leopolda**. The new location is accompanied by the decision to hold the event in advance of the other Pitti Immagine fairs. In fact, Filati will be staged **from 28 to 30 June 2021**, on this occasion anticipating the dates for Pitti Uomo and Bimbo, thus mirroring the seasonal nature of yarns that are six months ahead of the finished product. All the yarn trends for the next fall/winter 2022-2023 season will be showcased.

This is a long-awaited rendezvous, at which the top Italian and international companies from the world of yarns have already confirmed their attendance and which will see a strong integration between the physical and digital dimension thanks to the experience with Pitti Connect. **In fact, starting from 7 June**, Pitti Filati is online on the **Pitti Connect** platform and on our community's social network channels, with in-depth analysis of the brands, style itineraries and real time updates. A new feature for this edition: **it will be possible to contact exhibitors** in advance to fix an appointment in order to avoid queuing and to fully comply with the safety rules.

**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 100<sup>th</sup> 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.

**THE PROTAGONISTS OF PITTI FILATI 89**

**85 exhibitors** in total (of these **8 are from abroad**)

**7 companies** are taking part exclusively in the fair **on Pitti Connect**

Here are the names participating at this Pitti Filati:

Accademia by Industria Italiana Filati, Albini & Pitigliani, Alpaca del Perù, Alpes Manifattura Filati, Art Design, Biella Yarn, Botto Giuseppe, Botto Poala, Cariaggi Fine Yarns Collection, Casa del Filato, Chiavazza, Cofil, Consinee Group, Cotonificio Olcese Ferrari, Cotton Trend, E.Miroglio, Ecafil Best Industria Filati, Fa Ricami, Fashion Mill, Fashion Room, Feel Blue, Fil.Pa 1974, Filati Biagioli Modesto, Filati Naturali, Filatura Papi Fabio, Filclass, Filidea, Filitaly Lab, Filivivi, Filmar, Filpucci, Filpucci Tricot Studio, Folco, Gi.Ti.Bi. Filati, Gualchieri e Gualchieri, Iafil Industria Ambrosiana Filati, Igea, Ilaria Manifattura Lane, Inca Tops, Industria by Industria Italiana Filati, Intex, Isy by Torcitura di Domaso, Knoll Yarns, La Rosa Imola, Lagopolane, Lanecardate, Lanerossi, Lanificio dell'Olivo, Lineapiù, Lineapiù Knit Art, Linsieme Filati, Loro Piana & C, Maglificio Gente di Mare, Maglificio Pini, Maglificio Venezia, Marchi & Fildi, Michell, Miele Italia, Millefili – Bluring, Mister Joe, Moda Futuribile by Dyloan, Monticolor, MRC, New Mill, Nippon Steel Trading, Olimpias Group, Pafa, Pecci Filati, Perino by Woolyarns, Pimafil, Pinori Group, Polipeli, Rifil, Sato Seni, Servizi & Seta, Sesia Manifatture

# PIT TIO% FILATI

1963, Shepley Yarns, Shima Seiki Italia, Sinfonia, Tollegno 1900, Top Line, Vimar 1991, Zegna Baruffa Lane Borgosesia, Zero1.

## “PITTI STUDIOS” HAS OPENED

The brand-new feature which is being inaugurated at the next edition of Pitti Filati is **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 in the Stazione Leopolda.

## 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.

### Vintage fashion and design at the Stazione Leopolda

The rendezvous with **Vintage Selection**, the research laboratory dedicated to vintage culture returns and celebrates its 36<sup>th</sup> 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.

## CKD MASTER CUBE.

### THE ACCADEMIA COSTUME & MODA FASHION FILM

Pitti Filati hosts the screening of CKD Master Cube, the fashion film - inspired by the dark atmospheres of Lars Von Trier and David Lynch - showcasing the final works and the Industry projects of the students of the 1st level Master in Creative Knitwear Design (CKD Master) of Accademia Costume & Moda, made in collaboration with Pitti Immagine and Modateca Deanna.

## ***Among the events at the Stazione Leopolda during Pitti Filati 89:***

Monday 28 June

### **MONTICOLOR**

From 11.00am to 2.00pm, at the STAND C4: presentation of Bonwool, cotton / wool yarn with double sustainability certification.

### **LINEAPIÙ**

At 2.30pm, in the External Lounge Area (Teatro dell’Opera side): Lineapiù and Istituto Marangoni present the new academic partnership in Fashion Knitwear Design.

Everyday:

### **INDUSTRIA ITALIANA FILATI**

At the company stand (C33), on stage YOU ARE THE ONLY YOU, the communication campaign created by the IED Firenze students for the Ecollection FW22-23 line: a fashion movie and 20 photographs express the corporate vision on sustainability.

**Florence, 28 June 2021**

# PIT TIO% FILATI

Main partners:

