



PITTI IMMAGINE FILATI

Pitti Immagine Filati n. 92

**The latest edition of Pitti Filati
staged at the Fortezza da Basso
from 25 to 27 January 2023.**

**All the new features
and the theme is *PITTIWAY!***

Pitti Immagine Filati, the key international fair for the world of yarns and knitwear, returns **to the Fortezza da Basso from 25 to 27 January 2023**. A rendezvous with the collections of the most important Italian and international yarn manufacturers. The trends of tomorrow will be presented in the new Spazio Ricerca curated by Angelo Figus and Nicola Miller, along with the new proposals of the special areas, Fashion at Work, Knitclub and CustomEasy. All the yarn trends for next spring/summer 2024 will be showcased with the help of the total of over 100 companies that have confirmed their attendance at the fair. ***Here is a heads-up of the new features you'll find at the Fortezza!***

THE ITALIAN GOVERNMENT and ITALIAN TRADE AGENCY (ITA) support the winter editions of the Pitti Immagine fairs

The Italian Government and ITA – the Italian Foreign Trade Promotion and Internationalization Agency which works for Italian companies are promoting the role of Florence in the internationalization strategy for Italian fashion by supporting the Pitti Immagine 2023 winter fairs, offering an essential contribution to the program of incoming delegations of top foreign members of the trade, the communication projects and special events.

UNICREDIT PITTI IMMAGINE'S MAIN PARTNER

Pitti Immagine's three-year collaboration continues with UniCredit, the pan European banking Group determined to maintain strong roots in the territories and a wide-ranging relationship with the communities in which it operates, supporting them on multiple fronts. "The support the bank gives to Pitti Immagine" **emphasizes Annalisa Areni, Head of Client Strategies at UniCredit**, "is further confirmation of UniCredit's determination to accompany the development of the territories. In fact, it is carried out on several fronts, through the daily commitment of our people and our network, and also supports special initiatives of importance for the communities and the production fabric. Our main objective is to offer a prompt response to their requirements. For this reason, for example, in September we launched UniCredit for Italy, an operational program through which we will also be making available a maximum of 5 billion to help companies and citizens cope with the rises in energy costs and raw materials and with the global economic downturn. It is with these initiatives that UniCredit strengthens its role as a partner for the sustainable development of the country."

PITTIWAY: the new theme of the Pitti Immagine winter fairs

The desire to restart is present in all of us, but choosing the best direction, orientation, and decisions to make is not easy. Directions, stimuli, inspirations, and needs are not always congruent with one another, and it is not possible to proceed in a straight line. PITTIWAY, the theme of the next Pitti Immagine winter fairs, is the result of a joint effort between creative talents and artists of the highest level, coordinated by creative director Angelo Figus. PITTIWAY interprets today's moods and ambitions, transforming them into the leitmotif of the ad campaigns and layouts at the Fortezza da Basso. An esthetically sophisticated and surprising result which in the campaign conceived for Pitti Filati is expressed in the video presented by director Leonardo Corallini which, for this project – filmed in a unique location like the Basilica of the Archeological Park of Siponto in Manfredonia, in the province of Foggia – saw the involvement of Edoardo

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Tresoldi, a talented artist who plays with the transparency of metallic mesh to transcend the space-time dimension and illustrate the dialogue between Art and World.

“PITTIWAY underlines the many possible choices we must consider in order to exit from the complicated global gridlock,” says **Agostino Poletto, general director of Pitti Immagine**. “In this moment that is difficult, yet also creative, innovative, and diverse, the Pitti Immagine shows will be a compass for defining new directions, conceiving possible pathways, and considering the possible choices to then restart. At the Fortezza, there will be routes, turn signals, curves, and U-turns for cruising at fast speeds. A sometimes contradictory pathway that demonstrates an inexhaustible energy: the same that leads towards the new directions, which are all still possible, of the future”.

ALPHABET

The new Spazio Ricerca

In a moment still characterized by uncertainty and a great desire for recovery, two contrasting and opposing forces seem to always regulate the dynamics of the coming season: caution and optimism, red and green, stop and go. Pitti Immagine would like to do things its own way: having fun and being enjoyed, giving precise directions while leaving things open to interpretation, triggering off a light, yet effective and graphic game, where the arrival is simply the next starting point. In this context and in the context of the activities for the coming season that will see the Pitti Immagine shows develop the theme of orientation and direction, **Alphabet, the new theme of the Spazio Ricerca** - curated as at every edition by **Angelo Figus and Nicola Miller** - interprets one specific aspect: that which is put onto paper. Writing is the way in which we orient ourselves in space; paper, the virtual and real space of our project, but also of our development, growth, learning, understanding, exchange, and communication.

THE PROTAGONIST COMPANIES

_ **105 brands** in total at this edition, 13 of which from abroad (**Japan, UK, Turkey, China, Germany, Romania, Peru, Turkey**)

_ **74** exhibitors inside the **Filati** area

_ **15** exhibitors inside the **Fashion at Work** area

_ **10** exhibitors inside the **KnitClub** area

_ **6** exhibitors inside the **CustomEasy** area

Some of the new names worth mentioning are:

LORA & FESTA (Filati area, Italy), STAMPATEXIL (Fashion at Work, Italy), BONAPARTE and MINICUCCI (KnitClub, Italy), SERIPLANET (CustomEasy, Italy).

Here are the names of the companies at Pitti Filati:

ACCADEMIA by Industria Italiana Filati, ALBINI & PITIGLIANI, ALDA SANTINI, ALPACA DEL PERÙ, ALPES MANIFATTURA FILATI, ART DESIGN, BERTIN GROUP, BIELLA YARN, BLUPURO MAGLIERIE, BONAPARTE, BOTTO GIUSEPPE, BOTTO POALA, C.T.F., CARIAGGI FINE YARNS COLLECTION, CASA DEL FILATO, CHIAVAZZA, COFIL, CONSINEE, COTONIFICIO OLCESE FERRARI, COTTON TREND, D-HOUSE BY DYLOAN, E. MIROGLIO, ECAFIL BEST INDUSTRIA FILATI, ELECTROLUX PROFESSIONAL, FA RICAMI, FASHION ROOM, FEEL BLUE, FIL.PA 1974, FILARTEX, FILATI BE.MI.VA., FILATI BIAGIOLI MODESTO, FILATI NATURALI, FILATURA CERVINIA, FILATURA PAPI FABIO, FILCLASS, FILIDEA, FILITALY – LAB, FILIVIVI, FILMAR, FOLCO, GI.TI.BI Filati, GREEN MILL, GRUPPO TESSILE INDUSTRIALE, GUALCHIERI E GUALCHIERI, HASEGAWA, IAFIL-INDUSTRIA AMBROSIANA FILATI, IGEA, ILARIA MANIFATTURA LANE, INDUSTRIA by Industria Italiana Filati, ISY BY TORCITURA DI DOMASO, KYOTOTEX, LA ROSA IMOLA, LAGOPOLANE, LANECARDATE, LANEROSI, LANIFICIO DELL'OLIVO, LINEAPIU', LINEAPIU' KNIT ART, LINSIEME FILATI, LOGICA, LORA & FESTA, LORO PIANA & C., MAGLIFICIO CAPELLI, MAGLIFICIO PINI, MAGLIFICIO VENEZIA, MANIFATTURE TESSILI BRESCIANE, MARCHI & FILD, MAREX, MIELE ITALIA, MILLEFILI, MINICUCCI, MISTER JOE, MONTELUCE, MONTICOLOR, MRC, NEW MILL, ORMO, P3, PAFA, PAZZI DA

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FILARE, PECCI FILATI, PIMAFIL, PINORI GROUP, POLIPELI, RIFIL, SATO SENI, SERIPLANET, SERVIZI & SETA, SESIA MANIFATTURE 1963, SHIMA SEIKI ITALIA, SIMET, SINFONIA, SPIBER, STAMPATEXTYL, STOLL, TCP, THE WOOLMARK COMPANY, TODD & DUNCAN, TOLLEGNO 1900- An Indorama Ventures Co, TOP LINE, TOSCANO, VIMAR 1991, Z. HINCHLIFFE & SONS, ZEGNA BARUFFA LANE BORGOSIESA, ZERO1.

Projects and participations @ Pitti Filati 92

D-HOUSE BY DYLOAN

Presents the new Project **“Knitting the future: exploring new areas”**

As part of the Fashion at Work section, D-house urban laboratory presents Knitting the future: exploring new areas, in collaboration with The Woolmark Company and Suedwolle. The goal is to investigate the use of wool and knitting in different sectors. This is done by using D-house technologies to produce artifacts featuring the innovative Icevit yarn made from merino wool from The Woolmark Company and Grilon® polyamide yarn from Expotex. Icevit yarn melts with heat and blends with wool, providing no pilling or abrasion but pure functionality and strength. A pair of designers will create the artifacts: Vittorio Brachizio, founder of the eponymous knitwear brand and winner of Who's on Next? Uomo with his S/S 2016 collection and Giulia Ber Tacchini, founder of Maissa, a brand based on 3D printing and high-quality Italian craftsmanship.

CUSTOMEASY:

when customization becomes luxury

The CustomEasy project has now reached its fourth edition and will be staged on the Lower Level of the Main Pavilion under the creative guidance of Maurizio Brocchetto with a layout by Alessandro Moradei. In this space, companies will also have an opportunity to present their customization work applied to the world of luxury knitwear through the dummies displayed in their stands.

FEEL THE PEOPLE the new theme of the contest by FEEL THE YARN

Pitti Filati will once again dedicate a special space to the competition that aims to spotlight new talents in international knitwear, which is promoted by Feel the Yarn®, under whose umbrella most of the Consorzio Promozione Filati - CPF initiatives fall. Feel the People will be the theme of the 2023 contest. In addition to that, in this 14th edition of the contest, the best outfits will receive a prize: the creation of a capsule collection made mainly out of knitwear in partnership with Feel the Yarn's manufacturers, accompanied by a consultation and distribution service handled by the Camera Showroom Milano (CSM).

Designers and students from 22 to 35 years of age who wish to participate must apply by January 10, 2023.

THE WOOLMARK COMPANY and LUNA ROSSA PRADA PIRELLI

The Woolmark Company and Luna Rossa Prada Pirelli unveil at Pitti Filati the ground-breaking technical team kit to be worn as it vies for victory during the 37th America's Cup. Returning as the Official Technical Partner for the Luna Rossa Prada Pirelli sailing team, The Woolmark Company has worked closely with the Luna Rossa Prada Pirelli product development team to expand the current uniform to include performance-first apparel for cycling, running and gym-based training activities.

VINTAGE SELECTION. Vintage fashion and design return to Pitti Filati

Pitti Filati is again home to Vintage Selection, the reference show for vintage clothing, accessories, and design objects. Taking place during the days of the fair, from Wednesday, January 25, to Friday, January 27, at the Medici Pavilion of the Fortezza da Basso, Vintage Selection is now recognized as one of the most authoritative and prestigious vintage events in Italy and Europe. Admission is reserved for industry professionals

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Plus, at the Fortezza:

CHANGING ROOTS: an interactive installation by POLIMODA

Polimoda presents the project **Changing RootS** at Pitti Filati. An immersive, inclusive and interactive experience – staged every day at the Fortezza da Basso – that explores fluid identities, freedom of expression and sustainable thought. A collaborative project realized by students on the master's degree course in **Fashion Trend Forecasting, Sustainable Fashion and Textiles from Farm to Fabric to Fashion** and the undergraduate courses in **Fashion Design** and **Fashion Art Direction**. From the concept to the design and realization, six different corners have been imagined for new concept changing rooms that can alter cultural roots, inviting visitors to think about differences as opportunities for developing ourselves, adding together various layers of our own DNA and identities.

PITTI CONNECT

In parallel with the physical fair, Pitti Immagine will once again be presenting a packed program of special projects, exclusive formats and online events on **The Billboard** in order to continue to maximize the exhibitors' proposals and initiatives on the Pitti Connect global platform, **online from 13 December until 7 March 2023**. Find out more at: filati.pittimmagine.com

ECOALF and AT.P.CO dress the Pitti Boys & Girls

Pitti Immagine would like to thank ECOALF and AT.P.CO for their contribution to dressing the Pitti Boys & Girls at this edition of the fairs.

Main Partner:



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