Pitti Immagine Filati no. 93


Rendezvous in Florence with the world of preeminent international yarn manufacturing to present research, new trends, projects and special events

All the new features: in the spirit of the PITTI GAMES theme!

Pitti Immagine Filati, the key international fair for the world of yarns and knitwear, returns to the Fortezza da Basso from 28 to 30 June 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 DOMINO Spazio Ricerca curated by Angelo Figus and Nicola Miller, along with the new proposals in the Knitclub and CustomEasy special areas. All the yarn trends for fall/winter 2024-25 will be showcased, with a total of 120 brands presenting their new collections at the fair. Here's a look at what's new at the Fortezza!

THE ITALIAN GOVERNMENT and ITALIAN TRADE AGENCY (ITA) support the summer 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 summer 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

UniCredit is Pitti Immagine’s main partner and supports its initiatives, in line with the primary objectives of the banking Group which is 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.

PITTI GAMES: the theme of the Pitti Immagine summer fairs

Pitti Games is the theme that characterizes the style and the mood of the Pitti Immagine summer fairs. The watchword is games. Because gaming is a playful dimension, challenging, but above all creative, synonymous with energy, commitment, and a desire to win. All the ingredients that Pitti Immagine puts together through fashion and lifestyles and which – thanks to Leonardo Corallini’s staging and creative director Angelo Figus’s coordination – come together in the ad campaign. For Pitti Filati the theme assumes a conceptual application. The game of choice is cards: the skillful hands of the magician twirl the deck evoking – through the movement – the yarn, the structure, the knit. The weft of the cards is intertwined and in tune with the gestures of a dancer whose performance, shot in slow motion, as if by magic becomes a texture.
DOMINO
The new Spazio Ricerca
Domino, the new Spazio Ricerca dedicated to the collections for fall/winter 2024-2025, curated as at every edition by Angelo Figus and Nicola Miller, applies the concept of Pitti Games, the main theme of the Pitti Immagine summer fairs, and visually explores their fascination. Not just one, but inclusively all games will be represented in the upcoming trends: different games which can be elegant, sporty, sophisticated, popular, prestigious, accessible, well known, surprising. A single theme with multiple spirits, as inclusive as the game itself that is beyond class, age, social extraction or limits. A game for every attitude. An invitation to take a well-contemplated risk that is more relaxed, playful and carefree than before. An invitation to play the trump card, to mess up the cards on the table and then put them back in mathematical order, to make the boldest and most unexpected moves, to discover your opponent's game while waiting for your own turn to throw the dice, taking three pawns in a row to get the king, staking everything on your lucky number, declaring checkmate! Domino will explore the atmospheres of the cards, interpreting classical styles through the signs of Backgammon, carefully scrutinizing the chess pieces laid out on the table, solving the puzzle in a strong and sophisticated crossword competition. Plus darts, bingo, billiards, dice. Nothing is static, everything is moving. Place your bets!

WHAT’S NEW?
The CUSTOMEASY section broadens its borders
Customeasy, under the creative direction of Maurizio Brocchetto, is evolving to embrace the motley universe of Fashion at Work. A unique project designed to take an in-depth look at the different aspects of customization and offer visitors an even broader, contemporary and fluid exhibition itinerary which integrates the different skills in the field of textiles. From now on, the presence of the textile machines and the refinement of the washes applied to luxury knitwear, will be joined by the other segments of the creative process – from embroidery to finishing to spinning, from cuts to design software – which previously characterized Fashion at Work and will now be presented inside Customeasy. This new feature will be marked by an elegant and functional layout which, from the Lower Level of the Main Pavilion, will extend to the Sala Alfa in order to offer a complete overview of all the best that the companies involved in customization can offer.

VINTAGE SELECTION. Showcasing vintage fashion and design
Concomitantly with the fair, Vintage Selection, the key rendezvous for vintage design clothing, accessories and objects, will also be held from Wednesday 28 to Friday 30 June, in the Medici Pavilion of the Fortezza da Basso. The fair-market is now recognized as one of the most authoritative and prestigious events in the vintage world in Italy and Europe, and always arouses a lot of interest among the members of the trade attending Pitti Filati who are constantly on the lookout for unique items and input from the fashions of the past. Admission is reserved for members of the trade.

THE PROTAGONIST COMPANIES
120 brands in total at this edition
_87 exhibitors inside the Filati area, 19 of which from abroad (United Kingdom, Japan, Peru, China, Ireland, Turkey, Mauritius, Romania, Egypt, Republic of South Africa, New Zealand)
_19 exhibitors inside the CustomEasy area, 1 of which from abroad (Japan)
_14 exhibitors inside the KnitClub area, 1 of which from abroad (Hong-Kong)
The returns and new names include:
Cotton Egypt Association, Donegal, Ferney, Filati Power, Inca Tops, Knoll, Michell, Mohair South Africa, Olimpia, Perino by Woolyarns, Pool Filati, Shepley (Filati area); + Jump, Gli Angeli Tricot, Maison New Club, Maurizia G, MN Inter Fashion, Tous Les Garcons (KnitClub area) + Fashion & Art, Florence One, Niki, Reverso, Stamperia Marra, Tintex (CustomEasy area)

Here are the names of the companies at Pitti Filati:

Projects, events and special participations @ Pitti Filati 93
The Centro di Firenze per la Moda Italiana Talk
“Ecodesign e futuro sostenibile nel Fashion Education italiano- Ecodesign and sustainable future in Italian Fashion Education”
At Pitti Filati the Centro di Firenze per la Moda Italiana, as part of its usual actions researching strategic topics for the Fashion System, proposes a focus on the opportunities and critical points of the new scenario represented by the introduction of the European Regulations on Ecodesign which will particularly impact the ways in which products are designed, placing at the center the circular economy, the efficient use of resources and materials and, therefore, the life-cycle of the products, their durability, re reparability and recyclability.
In this sense, the Ecodesign dimension represents a new frontier for creative and designers and is a challenge which, from today, concerns, above all, the world of Fashion schools and academies.
The Talk on Wednesday 28 June, at 11.00 a.m. in the UniCredit Theatre (Sala della Scherma), will
involve a series of protagonists from the world of Italian Fashion Education, entrepreneurs, creatives and experts, with the aim of beginning to outline the prospects for an “Italian path” to Ecodesign. With the participation of: Stefano Canali (Canali), Marco Capellini (architect and designer), Angelo Figus (designer and creative director), Maria Luisa Frisa (Università luav), Massimiliano Giornetti (Polimoda), Lupo Lanzerza (Accademia Costume & Moda), Gabriele Maggio (Stella McCartney), Francesca Perrone (Head of ESG & Start Lab Italy at UniCredit), Mariella Noto (ZDHC Academy), Luca Sburlati (Pattern), Matteo Secoli (Piattaforma Formativa), Caterina Tonda (Kering MIL). The talk will be moderated by journalist and fashion curator Giorgia Cantarini.

THE CKD MASTER CATWALK SHOW
Showcasing the creations of the students of the Accademia Costume & Moda’s Masters course
Rendezvous with the special fashion show on Wednesday 28 June, at 6.00 p.m. in the Sala della Ronda of the Fortezza da Basso. The identity and creativity of the students on the Masters course in Creative Knitwear Design of Accademia Costume & Moda and Modateca Deanna returns to the Pitti Filati runway. Not just the final capsule collections of the 13 international masters students, but also the collaborations with the Max Mara Fashion Group, The North Face, Vitelli and Abraham Industries.
(see attached press release)

FEEL THE CONTEST presents FEEL THE PEOPLE
A special space at Pitti Filati (in the Cavedio-Courtyard, Lower Level) will once again be dedicated at this edition to the competition for the new talents of international knitwear, a contest organized by Feel the Yarn®, the brand which encompasses the majority of the initiatives of the Consorzio Promozione Filati – CPF. The theme of the 2023 edition of the competition will be “Feel the People” and there will be 10 finalists – from various countries including China, Japan, France, Spain, America – with a total of 20 garments and.

Thursday 29 June, at 5.00pm, the absolute winner will be declared who will have the opportunity to create a capsule collection for F/W 24/25.

LINEAPIÙ LOVES JAPAN
Lineapiù Italia’s Pitti Filati is dedicated to Japanese culture
Lineapiù Loves Japan is the project that aims to establish a dialogue between Japanese culture and esthetics applied to Lineapiù yarns in order to define new levels of interpreting knitwear which combine fashion, creativity, art and culture. A series of contemporary reinterpretations of the traditional kimono designed by students at the famous Bunka Fashion College in Tokyo will be showcased at the Fortezza da Basso (Padiglione Centrale, Piano Inferiore, Stand E2): 8 new versions of this iconic garment that will lead us to explore new territories on the boundary between essential concepts and developments, sight and touch, style and languor.

CONSINEE
The capsule collections of a selection of cutting-edge designers
The Chinese company, Consinee, a key player in the world of international yarn manufacturing with its high quality and completely sustainable production, is presenting a special project at Pitti Filati curated by Labelhood, fashion incubator and one of the most innovative retailers in China. The capsule collections of a selection of cutting-edge designers – including PONDER.ER and NULLUS from China and Italy’s Luca Larenza - realized using Consinee’s sustainable yarns will be showcased in the Sala Ottagonale of the Costruzioni Monumentali.

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D-HOUSE presents Knitting the future
Craftsmanship and new technologies for a synergic fashion system collaboration. The aim of the Knitting the future project is to highlight how the technologies of D-house urban laboratory and the know-how acquired over time can be married with artistic and creative performances capable of giving life to something original and innovative. The stand of the urban laboratory at this edition will be characterized by a performance by the artist from Turin Matteo Thiela who, thanks to an industrial production method he designed himself, will realize garments with a unique and original design in combination with D-house’s most innovative technologies.

The HOUSE OF CARDS in knitwear in collaboration with Modateca Deanna
At this edition, the Pitti Filati visitors will be welcomed on the ground floor of the Central Pavilion by a special installation created in collaboration with Modateca Deanna. A House of Cards in knitwear - a game that involves, fascinates and excites all the protagonists of the supply chain - whose concept is inspired by the four suits of playing cards and ideally by the Pitti Games theme. Spades, Diamonds, Hearts and Clubs, each card is a creative representation of its suit, completely knitted and decorated by hand. Each symbol is declined in all its multiple applications in knitwear. Pitti Filati and Modateca Deanna, always attentive to the theme of sustainability, reaffirm their commitment to the greener side of knitting with this exhibition project, which reuses prototypes, stitch samples, and accessories as part of a recycling approach to materials.

Plus, among the events in the Pitti Filati calendar:

SLOW FIBER. Good, healthy, clean, fair and durable textiles
Slow Fiber is the result of the encounter between Slow Food and some companies from the textile production chain that want to represent good industrial models that can offer beautiful, healthy, clean, fair and durable products because they respect the dignity of human beings and nature, in order to spread new ethics and cultures in clothing and furnishings. The presentation of the project will be held on Wednesday 28 June – at 3.00pm – at the UniCredit Theatre in the Sala della Scherma.

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 23 May until 6 September 2023. Find out more: filati.pittimmagine.com

ARMOR LUX for DENHAM and HOFF dress the Pitti Boys & Girls

Main Partner: