



PITTI IMMAGINE FILATI

Pitti Immagine Filati n. 94

**The latest edition of Pitti Filati
at the Fortezza da Basso
from 24 to 26 January 2024.**

**PittiTime is the theme of this edition.
Here are all the new features!**

Pitti Immagine Filati, the key international fair for the world of yarns and knitwear, returns **to the Fortezza Da Basso from 24 to 26 January 2024**. 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 in the Knitclub and CustomEasy special areas. All the yarn trends for **spring/summer 2025** will be showcased, with a total of **115 companies** having confirmed they will be attending the fair. **Here's a look at what's new at the Fortezza!**

The Italian Ministry of Foreign Affairs and International Cooperation and the ICE Agency support the Pitti Immagine 2024 fashion fairs

The Italian Ministry of Foreign Affairs and International Cooperation and the ICE - 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 fashion shows, offering an essential contribution to the program of incoming delegations of top foreign members of the trade and the communication projects.

"Thanks to this collaboration" **says Agostino Poletto, General Manager of Pitti Immagine**, "we can also invest precious resources in inviting buyers from emerging markets, both those we know to be potential new clients for quality *Made in Italy*, as well as those which are already becoming important to our domestic exhibitors. We have been working with the staff of the ICE offices abroad on these activities, always finding expertise and in-depth knowledge about the respective distribution and consumption contexts, decisive elements for good programming".

UniCredit is confirmed as Pitti Immagine's Main Partner

The bank has renewed the three-year sponsorship agreement and commitment to support the development of territories and *Made in Italy* excellence

The collaboration agreement between UniCredit and Pitti Immagine has been renewed for the 2023-2025 three-year period, a sponsorship which, once again, sees the banking group in the role of Main partner, remaining active in the front line in order to offer its expertise and support to one of the key sectors of the Italian economy. "We have worked very hard and with great dedication with Unicredit over the past three years" **says Raffaello Napoleone, CEO of Pitti Immagine**, "we are happy that this will continue and that what we feel to be a true partnership has been renewed until 2025. The experience we have had in such a difficult and unprecedented context will help us to realize even better projects, not just for us who have signed the agreement but, above all, for the *Made in Italy* companies we represent and assist with our respective events and services."

"The renewal of this partnership" **says Annalisa Areni, Head of UniCredit Client Strategies** "confirms our commitment to supporting the Fashion industry and, more in general, the national production fabric. We are enthusiastic about continuing the collaboration with Pitti, contributing to keeping the spotlight on one of the leading sectors of *Made in Italy* with which we intend to continue to act as an active interlocutor in terms of innovation, sustainability and internationalization."

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PittiTime:

The new theme of the Pitti Immagine winter fairs

Perceived, recognized, real, virtual, fleeting, unconquerable: time does not flow in a uniform way, from the past towards the future, precisely measured by clocks. It accelerates, decelerates, searches for a rhythm. A bit like fashion. That's why "PITITIME" is the theme that will characterize the Pitti Immagine winter fairs and the new Pitti Filati adv campaign directed by Leonardo Corallini and coordinated by the creative director Angelo Figus. "The Pitti Immagine fairs are very similar to a time frame; they punctually arrive every season to propose, present, compare, anticipate, change", comments Agostino Poletto, General Manager of Pitti Immagine. "And fashion also reflects on time, accelerating the collections in syncopated sequences of capsules, becoming stabilized in a timeless ambient, defining the quiet luxury of garments that remain, in the ongoing search for an identifying heritage as a sign of continuity. An incessant journey back and forth through quotations and references that it seemed impossible would ever return, in a climate that cancels out seasons and changes the reference points".

MILESTONE. The new Spazio Ricerca

MILESTONE is the title of the new Spazio Ricerca curated, as at every edition, by Angelo Figus and Nicola Miller. It is the stone which, since Roman times, has marked the miles on public roads: an invitation to take part in a journey punctuated by intermediate stages seen as milestones of beauty and astonishment. An invitation to experience time at another speed, giving it a different weight. A journey through time and space to grasp and savor our planet's extraordinary nature that goes beyond the imagination. And that includes the artificial as well. There will be three chromatic and tactile themes: *Fluid*, temperatures ranging from cold to hot; *Tactile*, vibrant, the tactility that makes it possible to be understood and perceived; *Concrete*, the third theme, sophisticated and mineral.

"CFMI Academy" Launches:

A Comprehensive Operational Format for Fashion Design Students

At Pitti Immagine Filati 94, the first training module featuring a series of seminars on creating sustainable fashion

The fashion design education landscape sees the addition of a new and exciting opportunity. The partnership among the **Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit** has led to the launch of the "**CFMI Academy**." The initiative, also involving collaborations with Piattaforma Sistema Formativo Moda, Polimoda, ZDHC Academy, and Consorzio Physis, will debut at Pitti Immagine Filati: **on January 26, 2024, starting from 9.45 am in Fortezza da Basso, at the UniCredit Theatre**, the first CFMI Academy training module will take place through a cycle of closed-number seminars dedicated to students enrolled in the final year and their teachers.

(see attached press release)

THE PROTAGONIST BRANDS

115 brands in total will be taking part in this edition

_75 exhibitors inside the **Filati** area, 8 of which from abroad (Japan, UK, Turkey, China)

_25 exhibitors inside the **CustomEasy** area, 1 of which from abroad (Japan)

_15 exhibitors inside the **KnitClub** area, 1 of which from abroad (Hong-Kong)

The returns and new names include:

Filartex, Manifatture Tessili Bresciane, Essegomma (Filati area, Italy), **Stoll, Gualchieri & Gualchieri, Simet, Naomoto Italia, Selene, Myguard, Maxima Design** (CustomEasy, Italy), **M3 Knitwear, and Elsamanda** (KnitClub, Italy)

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Here are the names of the companies at Pitti Filati:

ACCADEMIA by Industria Italiana Filati, ALPES MANIFATTURA FILATI, ART DESIGN, 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, E. MIROGLIO, ECAFIL BEST INDUSTRIA FILATI, ELECTROLUX PROFESSIONAL, ELSAMANDA, ESSEGOMMA, FA RICAMI, 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, FILPUCCI, FOLCO, GI.TI.BI Filati, GLI ANGELI TRICOT, GREEN MILL, GRUPPO TESSILE INDUSTRIALE, GUALCHIERI & GUALCHIERI, HASEGAWA, IAFIL-INDUSTRIA AMBROSIANA FILATI, IGEA, ILARIA MANIFATTURA LANE, INDUSTRIA by Industria Italiana Filati, ISY BY TORCITURA DI DOMASO, JUMP, LAGOPOLANE, LANECARDATE, LANEROSSI, LANIFICIO DELL'OLIVO, LINEAPIU', LINEAPIU' KNIT ART, LINSIEME FILATI, LORA & FESTA, LORO PIANA & C, MAGLIFICIO CAPELLI, MAGLIFICIO PINI, MAGLIFICIO SELENE, MAGLIFICIO VENEZIA, MAISON NEW CLUB, MANIFATTURE TESSILI, MARCHI & FILDÌ, MAREX, MAXIMA DESIGN, MIELE ITALIA, MILLEFILI, MINICUCCI, MISTER JOE, MN INTER-FASHION (HK), MONTELUCE, MONTICOLOR, MRC, NAOMOTO EUROPA, NEW MILL, NIKI RICAMI, NYGUARD, ORMO, P3, PAFA, PECCI FILATI, PIMAFIL, PINORI GROUP, POLIPELI, POOL FILATI, RIFIL, SATO SENI, SERVIZI E SETA, SESIA MANIFATTURE 1963, SHIMA SEIKI ITALIA, SIMET, SINFONIA, SPIBER, STAMPATEXTYL, STOLL, TCP, THE WOOLMARK COMPANY, TINTEX, TODD & DUNCAN, TOLLEGNO 1900 - An Indorama Ventures Co, TOP LINE, TOSCANO, TOUS LES GARCONS, VIMAR 1991, Z. HINCHLIFFE & SONS, ZEGNA BARUFFA LANE BORGOSIESIA, ZERO1

Projects and special participations @ Pitti Filati 94

CONSINEE X VITELLI. Cashmere trail, a special project blending design and sustainable luxury

Cashmere Trail is the project born from the special collaboration between Consinee, the Chinese leader in the market of fine yarns from certified and sustainable supply chains, and Vitelli, the Italian brand of experimental and responsible knitwear led by founder and creative director Mauro Simionato.

A capsule of 10 cashmere pieces in pure Vitelli style, made entirely with recovered yarn from the seasonal leftovers of Consinee's stock. This collection, designed by Mauro Simionato, marks Vitelli's first foray into pure cashmere. It embodies the Milanese brand's contemporary style and regenerative practices, enriched through the dialogue with Consinee's yarns, giving new life to premium materials

D-HOUSE. Urban laboratory

D-house is the urban laboratory where the sustainable future of the fashion, design and automotive sectors is modelled through research projects, events and training courses. For Pitti Filati it will be carrying forward a project that aims to highlight how the technologies of D-house and the know-how acquired over time can be married with artistic and creative performances capable of giving life to something original and innovative.

CUSTOMEASY

Since the last edition, Customeasy (which also includes the Fashion at Work section) has represented 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 that integrates the different skills in the field of textiles. The presence of the textile machines and the refinement of the washes applied to luxury knitwear will be joined by the other moments of the creative process – from embroidery to finishing to spinning, from cuts to design software.

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VINTAGE SELECTION

The key reference fair for vintage enthusiasts reopens to the public

The fair dedicated to vintage culture will once again be open to the public in addition to the members of the trade attending Pitti Filati. The rendezvous will be from Wednesday 24 to Sunday 28 January, every day from 9 a.m until 8 p.m., inside the Salone M. *What's your time?* is the theme of the new edition which is inspired by PITTITIME, the main theme of Pitti Filati.

PITTI CONNECT

In parallel with the physical fair, Pitti Immagine continues to valorize the exhibitors' proposals, new ideas and special initiatives on the PITTI CONNECT global platform. On filati.pittimmagine.com

The Pitti Crew wears

FLOWER MOUNTAIN and REPLUME'

Pitti Immagine thanks the Japanese footwear brand, inspired by the cycles of nature, FLOWER MOUNTAIN and the Italian brand REPLUMÉ, known for its modern "Piumino", made in a completely natural and eco-sustainable way, for its contribution to dressing The Pitti Crew at this edition of the shows.

special grant

madeinitaly.gov.it



Ministero degli Affari Esteri
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main partner



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