



# PITTI IMMAGINE FILATI

## Pitti Immagine Filati no. 95

**The latest edition of Pitti Filati  
at the Fortezza da Basso  
from 25 to 27 June 2024.**

**Pitti Lemon 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 25 to 27 June 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 **fall/winter 2025-2026** will be showcased, with a total of **142 companies** presenting their new collections at 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 2024 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 Pitti Immagine's Main Partner**

UniCredit has been at the side of Pitti Immagine since 2020 as the main partner of the fairs, contributing ideas and projects for supporting the development of the territories and excellence of *Made in Italy*.

"While UniCredit has acquired more in-depth and up-to-date knowledge of the industrial world represented at our fashion fairs" says **Raffaello Napoleone**, CEO of Pitti Immagine, "we have become more familiar with the topics of finance applied to development or affiliation projects, both vertical and horizontal, involving the most dynamic brands and districts. The partnership is fully up to scratch and from this year, thanks to the Centro di Firenze per la Moda Italiana [CFMI], we are pleased to have extended it to include **CFMI Academy**, a training initiative for students graduating from the top Italian fashion schools. The modules mainly focus on sustainability topics, with a very concrete approach."

"The commitment put into the realization of the CFMI Academy," explains **Annalisa Areni**, Head of Client Strategies at UniCredit Italy, "reflects our ongoing and multifaceted support for the fashion sector. With this initiative, we aim to promote advanced training opportunities for Fashion Design students. More specifically, through cycles of seminars dedicated to sustainability and business culture, we strive

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to make theoretical teaching more relevant to the operational issues experienced daily by businesses. This is an opportunity for young talents determined to enhance their technical and overall skills to better face future professional challenges."

## **Pitti Lemon: the new theme of the Pitti Immagine summer fairs**

In June, the Pitti Immagine fairs will be infused with a wave of energy. In fact, the theme chosen for the advertising campaign and for the layouts in the Fortezza is **PITTI LEMON**. Can you imagine anything more summery, sunny and fresh? The PITTI LEMON campaign, coordinated by **creative director Angelo Figus** for Pitti Filati has been interpreted by **Gianluca Folì**, best illustrator 2023 according to *Artribune*. In his imagination, the colors of the lemon become a yarn to be woven in order to create a vitaminic outfit, while the segments of the fruit make a pendant with the Cupola of Florence. "Playful and fun, the lemon is somewhere between a tennis and a rugby ball. Simple and made up of many segments, sweet and sour, vitaminic. Basically, a sign of the great iconic power, of sense and the senses that has driven us to take a big step: to leave aside photos and videos for our advertising campaigns and only use graphics and graphic designers", **comments Agostino Poletto, General Manager of Pitti Immagine.**

## **SHIELD. The new Spazio Ricerca**

Protection, shelter, stability, safety and wellbeing are the buzzwords for next season.

In a world that is constantly playing attack, one of our priority considerations, given all the uncertainties and unpredictable events, is how to protect ourselves. The new Pitti Filati Spazio Ricerca, curated by Angelo Figus with Nicola Miller and Carrie Hollands, is aptly called **Shield**. Shielding oneself is a much planned as well as an instinctive gesture, a basic reflex generated in reaction to something unexpected from which we want to protect ourselves. The winter season, inherently introspective, provokes new thoughts and ideas that take shelter within our own shell, at a controlled distance from the external chaos. A reflection rather than a message of closure, moving towards a more intimate beauty.

At the entrance to Pitti Filati, on the Ground Floor of the Main Pavilion, the Color Room project will provide advance news about the themes and colors of the Spazio Ricerca in an installation curated by Alessandro Moradei.

## **THE PROTAGONIST BRANDS**

\_ **142** brands in total will be taking part in this edition

\_ **82** exhibitors inside the **Filati** area, 16 of which from abroad (UK, Japan, Turkey, Ireland, China, Peru, Romania, Mauritius, New Zealand)

\_ **25** exhibitors inside the **CustomEasy** area, 3 of which from abroad (Germany, China, Japan)

\_ **27** exhibitors inside the **KnitClub** area, 2 of which from abroad (Hong Kong and Japan)

\_ **6** exhibitors inside the Institutional Area

\_ **2** miscellaneous (Albini & Pitigliani and Fashion Room)

## **The returns and new names include:**

**Donegal Yarns, Ferney Spinning Mills, Filpucci, Knoll Yarns, Kyototex, Inca Tops, Michell, Olimpias Group, Ritorcitura Fabiano, Shepley Yarns (Filati area); AmSilk, Camac, Mandarin Knitting Technology, Ongaro (CustomEasy area); Antoraf, Coccalab, Mela & Cannella, Olimpia, Tesma, Verytex, and Waycap (KnitClub area).**

## **Here are the names of the companies at Pitti Filati:**

**ACCADEMIA by Industria Italiana Filati, ALBINI & PITIGLIANI, ALPES MANIFATTURA FILATI, AMSILK, ANTORAF, ART DESIGN, AUTHENTICO BY SCHNEIDER GROUP, BIELLA YARN, BLUPURO MAGLIERIE, BONAPARTE, BOTTO GIUSEPPE, BOTTO POALA, C.T.F., CAMAC, CARIAGGI FINE**

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YARNS COLLECTION, CASA DEL FILATO, CHIAVAZZA, COCCA LAB, COFIL, CONSINEE, COTONIFICIO OLCESE FERRARI, COTTON TREND, D-HOUSE, DONEGAL YARNS, E. MIROGLIO, ECAFIL BEST INDUSTRIA FILATI, ELECTROLUX PROFESSIONAL, ELSAMANDA, ESSEGOMMA, ESTITO, FA RICAMI, FASHION ROOM, FEEL BLUE, FEEL THE YARN, FERNEY SPINNING MILLS, FIL.PA 1974, FILATI BE.MI.VA., FILATI BIAGIOLI MODESTO, FILATI NATURALI, FILATURA CERVINIA, FILATURA PAPI FABIO, FILCLASS, FILCOMPANY, FILIDEA, FILITALY – LAB, FILIVIVI, FILMAR, FILPUCCI, FOLCO, G.B.M. MAGLIERIA, GENTE DI MARE, GI.TI.BI Filati, GLI ANGELI TRICOT, GREEN MILL, GRUPPO TESSILE INDUSTRIALE, HASEGAWA, IAFIL-INDUSTRIA AMBROSIANA FILATI, ICEA ISTITUTO PER LA CERTIFICAZIONE ETIC, IGEA, ILARIA MANIFATTURA LANE, INCA TOPS, INDUSTRIA by Industria Italiana Filati, ISY BY TORCITURA DI DOMASO, JUMP, KNOLL YARNS, KYOTOTEX, L.I.M., LAGOPOLANE, LANECARDATE, LANEROSI, LANIFICIO DELL'OLIVO, LINEAPIU', LINEAPIU' KNIT ART, LINSIEME FILATI, LORA & FESTA, LORO PIANA & C, M3 KNITWEAR, MAGLIFICIO CAPELLI, MAGLIFICIO NICCOLAI, MAGLIFICIO PINI, MAGLIFICIO SELENE, MAGLIFICIO VENEZIA, MAISON NEW CLUB, MANDARIN KNITTING TECHNOLOGY, MANIFATTURE TESSILI BRESCIANE, MARCHI & FILDI, MAREX, MELA E CANNELLA, MICHELL, MIELE ITALIA, MILLEFILI, MINICUCCI, MISTER JOE, MN INTER-FASHION (HK), MOHAIR SOUTH AFRICA, MONTELUCE, MONTICOLOR, MRC KNITWEAR, NAO, NAOMOTO EUROPA, NEW MILL, NIKI RICAMI, NYGUARD, OLGA LAB, OLIMPIA, OLIMPIAS GROUP, ONGARO, ORMO, P3, PAFA, PECCI FILATI, PERINO BY WOOLYARNS, PIMAFIL, PINORI GROUP, POLIPELI, POOL FILATI, RITORCITURA FABIANO, SATO SENI, SERVIZI E SETA, SESIA MANIFATTURE 1963, SHEPLEY YARNS, SHIMA SEIKI ITALIA, SIMET, SINFONIA, SPIBER, STAMPATEXTYL, STOLL, TCP, TESMA, THE WOOLMARK COMPANY, TINTEX, TODD & DUNCAN, TOLLEGNO 1900 - An Indorama Ventures Co, TOP LINE, TOSCANO, TOUS LES GARCONS, USB CERTIFICATION, VIMAR 1991, WAYCAP, Z. HINCHLIFFE & SONS, ZEGNA BARUFFA LANE BORGOSIESIA, and ZERO1.

## Projects and special participations @ Pitti Filati 95

### **CUSTOMEASY and KNITCLUB. From commercial growth to location changes**

Customeasy (which also includes the Fashion at Work section) is a 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. At this edition the project is expanding its format and presenting the companies' proposals with an installation of 55 manikins which will accompany visitors to the Sala Alfa, again under the creative guidance of Maurizio Brocchetto. Knitclub, the section dedicated to the most exclusive knitwear manufacturers, confirms its commercial growth and extends into the Salone M, the heart of the latest trends which is also the home of the Spazio Ricerca and a D-House project installation.

### **CFMI Academy.**

#### **The operational studies for fashion students continue**

The study project on fashion industrial culture and sustainability continues for Fashion Design students realized by **Centro di Firenze per la Moda Italiana**, **Pitti Immagine** and **UniCredit**, with the collaboration of **Piattaforma Sistema Formativo Moda** and **Polimoda**. On 27 June, at the **UniCredit Filati Arena at the Fortezza da Basso**, the first cycle of seminars led by sector experts which began in the last January will come to an end.

*(see dedicated press release)*

## **TRAINING DAYS @ PITTI FILATI**

### **The new training format for the fair community**

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This June, the Pitti Filati experience will be enriched by a new format designed for the professional training of the entire community of fair operators with the debut of Training Days @ Pitti Filati. Four 30-minute rendezvous will be held in the UniCredit Filati Arena, c/o the Spazio Carra in the Fortezza da Basso on Tuesday 25 and Wednesday 26 June. Using a practical and targeted approach, each of these will study a specific solution for the knitwear sector led by one of the leading companies selected for the pilot edition of the project: Electrolux Professional, Miele Professional, Shima Seiki Italia and Stoll.

## **THE CKD MASTER'S CATWALK SHOW**

The creativity of the knitwear talents of the future will be presented in a catwalk show among the stands of the Fortezza Da Basso. The rendezvous is for Tuesday 25 June when the Final Works and the Industry Projects of the students on the Level I Master's course in Creative Knitwear Design at the Accademia Costume & Moda and Modateca Deanna will be the protagonists of a special event inside Pitti Filati 95, with a total of 65 proposals. The Industry Project partners are Blumarine and Max Mara, alongside a special project with Antonio Marras.

## **VINTAGE SELECTION.**

### **The key reference fair for vintage enthusiasts**

Vintage Selection no. 42, the key reference fair dedicated to vintage clothing and accessories will be held from Tuesday 25 to Thursday 27 June in the Ghiaia Pavilion at the Fortezza da Basso. *Squeeze the lemon* is the theme of the new edition inspired by PITTI LEMON, the main theme of Pitti Filati. The fair is reserved for Pitti Filati buyers.

## **D-HOUSE Urban laboratory presents a special knitwear project**

D-house urban laboratory presents D-house Knitwear, the knitwear concept where cutting edge technologies and materials meet. This new chapter will give shape to exclusive projects. Nature and its colors are the source of inspiration for the stand and the goods displayed. D-house urban laboratory was born in the heart of Milan as a responsible innovation hub with a pioneering approach to R&D, the application of new technologies, sustainability and training. It provides a physical space for encounter, contamination and creativity for designers, companies, international partners, professionals and students. It is being staged for the first time within the context of the KnitClub section, in Salone M (Lower Floor of the Main Pavilion).

## **Feel the Yarn@Contest - Master Edition**

The international competition Feel the Yarn® - Master Edition organized by CPF - Consorzio Promozione Filati aimed at students specializing in knitwear returns to Pitti Filati 95. The rendezvous for declaring the absolute winner is on 26 June when the finalists' outfits will undergo an additional assessment by a Final International Jury and the visitors to the fair. The winner on the socials has already been chosen: Mattia Zenere. The theme for this edition is "Contradictions".

## **PITTI CONNECT**

In parallel with the physical fair, Pitti Immagine will continue to maximize the exhibitors' proposals, latest ideas and special initiatives on the PITTI CONNECT global platform. On [filati.pittimmagine.com](http://filati.pittimmagine.com).

## ***The Pitti Crew wears***

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**PITTI IMMAGINE FILATI**

**ARMOR LUX *and* FLOWER MOUNTAIN**  
**Pitti Immagine thanks ARMOR LUX and FLOWER MOUNTAIN**  
**for their contribution to dressing The Pitti Crew at this edition of the fairs.**

*special grant*

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