



# PITTI IMMAGINE FILATI

**A very positive Pitti Filati edition.**

**The buyer numbers confirm last year's high levels,  
exceeding 3,500,  
with a slight increase in foreign buyers**

**The Fortezza hosted the best creativity,  
the most advanced stylistic research and the latest technological  
innovations from the world's leading yarn manufacturers.**

**The events and special projects at the Fortezza,  
also achieved success and significant participation.**

Buyers at the **95th edition of Pitti Filati (June 25-27, 2024) exceeded 3,500**, of which **more than 1,700 came from abroad (49% of the total, from over 50 countries)**, a slight increase compared to a year ago, with the number of Italian buyers remaining steady.

Among foreign markets, the **United Kingdom, United States, China, Turkey, Spain, Switzerland, Japan, the Netherlands**, and **Denmark** are showing growth; however, numbers are **slightly down** from **France** and **Germany**.

"It was an excellent edition of Pitti Filati," **says Raffaello Napoleone, CEO of Pitti Immagine**, "especially compared to the corresponding edition a year ago, which had recorded record numbers and increases. The Italian spinning industry is experiencing a phase of adjustment after the physiological slowdown of 2023 following two years of growth and large orders. From this edition and the Fortezza, companies have told us that there are clear signs of a dynamic market recovery and good prospects for the sector in the coming seasons. Additionally, the increase in foreign attendance – even if it's just a few dozen buyers – is another important indicator pointing in this direction. We are also very pleased with the one-day advance in the dates of the exhibition, which worked very well and allowed Pitti Filati to experience a steady flow of visitors, spread over three days of continuous appointments and collection showcases."

The **ranking of this edition's top 15 markets** shows the **United Kingdom** in the lead, followed by **France, the United States, Germany, China, Turkey, Spain, Switzerland, Japan, the Netherlands, Denmark, China-Hong Kong, Portugal, South Korea**, and **Belgium**.

"Besides the commercial aspect," **adds Agostino Poletto, General Manager of Pitti Immagine**, "research, in-depth discussions, training, and knowledge exchange were also crucial in this edition. The new **SHIELD** Research Area, curated by Angelo Figus together with Nicola Miller and Carrie Hollands, was highly appreciated, as always, as a must-see during the visit to the Fortezza. The second edition of the **CFMI Academy**, an operational deep dive into sustainable fashion creation for students from fashion design schools and academies, organized by Centro di Firenze per la Moda Italiana, Pitti Immagine, together with our main partner UniCredit, saw great participation. And this June, the experience of Pitti Filati was also enriched by the **Training Days**, a new format with four appointments and the solutions of four companies - *Electrolux Professional, Miele, Shima*

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*Seiki, Stoll* - designed for the professional update of the entire community of operators. Last but not least, the fashion show by students of the **Master in Creative Knitwear Design from Accademia Costume & Moda and Modateca Deanna** was a great success, presenting the artistic creations of 12 young international designers and engaging the audience."

A special area of the fair, the Cavedio of the Central Pavilion, also hosted the creations of the finalists of the 15th edition of the **Feel the Yarn®** contest dedicated to new talents in international knitwear, promoted by the Consorzio Promozione Filati - CPF. On Wednesday, June 26, the award ceremony of FEEL THE CONTEST 2024 - MASTER EDITION took place, which declared **Viola Schmidt** as the overall winner—with the support and yarns of Filatura Tollegno 1900—and the runner-up, **Hartej Singh** paired with Industria Italiana Filati. Already in May, the Social Winner Mattia Zenere, paired with Casa del Filato, had been awarded.

The operators of **Vintage Selection**, who presented their proposals at the Fortezza's Padiglione delle Ghiaia on the same days as Pitti Filati, received positive feedback. This success reaffirms Vintage Selection's position as a key event for those seeking inspiration and research in the fashion of the past.

**Florence, 28 June 2024**