



PITTI IMMAGINE FILATI

**The latest edition of the fair
that showcases international
yarn and knitwear excellence
as well as the most advanced innovations
in customization will be staged from
28 to 30 January 2025
at the Fortezza da Basso**

**FIRE 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 28 to 30 January 2025**. 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, Carrie Hollands and Manuela Sandroni, along with the new proposals in the Knitclub and CustomEasy special areas. All the yarn trends for **spring/summer 2026** will be showcased, with a total of **114 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 2025 fashion fairs.

The program of incoming delegations dedicated to buyers and international members of the trade

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 2025 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 bringing the community of all the most influential fashion and lifestyle buyers to Florence, as well as 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 the manufacturing and market excellence of *Made in Italy* represented at the Pitti Immagine fairs. This pathway has now been enriched by a special focus on training following the creation of the **CFMI Academy** in January 2024 as a result of the partnership between Centro di Firenze per la Moda Italiana, Pitti Immagine and UniCredit. A project that, thanks to a new open call, has evolved from a seminar type training event to a design research journey that will add momentum to entrepreneurial ideas and launch a new generation of creatives, designers and entrepreneurs

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devoted to fashion, a key sector of *Made in Italy* which is undergoing a lot of changes. *“The CFMI Academy” explains Stefano Gallo, Territorial Development manager of UniCredit “confirms the attention and support that the bank reserves for this leading Made in Italy sector on a number of fronts. Supporting new entrepreneurs is part of our business mission, as is backing innovation that empowers sector companies throughout their journey into digital evolution, supply chain traceability and towards circular economy models. Through the Academy we intend to contribute to concretely developing the entrepreneurial skills of young people, allowing them to personally experience the challenges and satisfactions of starting up a business. By making the know-how of our professionals available, we will accompany them in this important step, assisting the creation of a new generation of creative talents who will make their mark on the Italian fashion industry, overcoming the challenges of innovation and sustainability”.*

The rendezvous with the CFMI Academy is scheduled for the last day of Pitti Filati, Thursday 30 January 2025.

FIRE

the new theme of the Pitti Immagine winter fairs

In January, the Pitti Immagine winter fairs have chosen the unifying element of fire to express the characteristics and spirit of the next season: **FIRE** is the theme that will distinguish the new advertising campaigns coordinated by the creative director Angelo Figus with graphic editing by Alessandro Gori. The **“Flames of light”** campaign for Pitti Filati was designed by **Alessandro Cracolici** who has conjured up worlds of warm and incandescent colored yarns that recall the creative force of fire, an essential tool for developing new works of abstract art. Finally, the layout at the Fortezza da Basso promises to be captivating. A digital bonfire will be lit on the Main Forecourt in which the flames will be conveyed by videos and lettering in a hypnotic visual game. *“This is recognition of the generative force of this primary element” comments Agostino Poletto, General Manager of Pitti Immagine. “Fire brings together and warms bodies and souls, it attracts attention and marks out the direction, it is used to play, astonish, inspire, to merge old ideas and habits and forge new ones. Just like fashion does. We will make sparks, we will ignite desires, we will focus on problems and proposals. As the Pitti fairs have always done».*

BODY OF LIGHT

The new Spazio Ricerca

In **Body of light**, the theme of the new Spazio Ricerca curated by Angelo Figus, Carrie Hollands and Manuela Sandroni, we felt it was important to find new tools for looking at reality objectively without falling victim to the failure to comprehend what is happening around us. Science and rationality may not be enough to explain what we see, feel, experience and are. We have to start seeing things in a broader and more complete way, using additional, complementary, more diverse tools of knowledge. The materialistic vision is the biggest limit to overcome, even when selling new products. Our companies are not just places of work, they are spiritual entities. Our products are also spiritual beings, or it would be better to say *elemental* ones. The search for light sums up the spirit of the new trends which focus on three aspects of observation that correspond to three ways of feeling and acting. *(see dedicated press release)*

THE PROTAGONIST BRANDS

114 brands in total will be taking part in this edition:

- _ **69** exhibitors inside the **Yarns** area,
- _ **24** exhibitors inside the **CustomEasy** area
- _ **15** exhibitors inside the **KnitClub** area
- _ **6** exhibitors inside the **Institutional Area**

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Here are the names of the companies at Pitti Filati:

Accademia By Industria Italiana Filati; Albini & Pitigliani; Alpes Manifattura Filati; Antoraf; Art Design; Bertin Group; Biella Yarn; Blupuro Maglierie; Bonaparte; Botto Giuseppe; C.T.F.; Botto Poala; Camac; Cariaggi Fine Yarns Collection; Casa Del Filato; Cofil; Consinee; Control Union; Cotonificio Olcese Ferrari; Cotton Trend; E. Miroglio; Ecafil Best Industria Filati; Electrolux Professional; Estito; Fa Ricami; Feel Blue; Feel The Yarn; Fil.Pa 1974; Filati Be.Mi.Va.; Filati Biagioli Modesto; Filati Naturali; Filatura di Chiavazza; Filatura Papi Fabio; Filclass; Filcompany; Filidea; Filitaly – Lab, Filmar; Gi.Ti.Bi Filati; Gli Angeli Tricot; Glory Apparel; Green Mill; Gruppo Tessile Industriale – Ricignolo 1928; Hasegawa; Iafil-Industria Ambrosiana Filati; Icea Istituto Per La Certificazione Etica; Igea; Ilaria Manifattura Lane; Inca Tops; Industria By Industria Italiana Filati; Isy By Torcitura Di Domaso; Jump; Kyototex; L.I.M.; Lagopolane; Lanificio Dell'olivo; Leolori; Lineapiu'; Lineapiu' Knit Art; Linsieme Filati; Lora & Festa; Loro Piana & C; M3 Knitwear; Maglificio Capelli; Maglificio Niccolai; Maglificio Pini; Maglificio Venezia; Mandarin Knitting Technology; Marchi & Fildi; Marex; Miele Italia; Millefilì; Mister Joe; Mn Inter-Fashion (Hk); Monteluce; Monticolor; Mrc Knitwear; Nao; Naomoto Europa; New Mill; Niki Ricami; Nyguard; Olga Lab; Olimpia; Ormo; P3; Pafa; Pecci Filati; Perino By Woolyarns; Pimafil; Pinori Group; Polipeli; Pool Filati; Ritorcitura Fabiano; Sato Seni; Servizi E Seta; Sesia Manifatture 1963; Shima Seiki Italia; Simet; Sinfonia; Spiber; Takizen; Tcp; The Woolmark Company; Todd & Duncan; Tollegno 1900 - An Indorama Ventures Co; Top Line; Toscano; Ugolini; Vimar 1991; Z. Hinchliffe & Sons; Zegna Baruffa Lane Borgosesia; and Zucchetti Tessitura.

Projects and special participations @ Pitti Filati 96

CFMI Academy

The operational research project for fashion students continues to evolve

The project for Fashion Design students that takes an in-depth look at industrial culture and sustainability in fashion, realized by the **Centro di Firenze per la Moda Italiana, Pitti Immagine** and **UniCredit**, continues with the collaboration of the **Piattaforma Sistema Formativo Moda** and **Polimoda**. On **Thursday 30 January 2025**, the final day of Pitti Filati, at the **UniCredit Filati Arena** in the Fortezza da Basso, there will be another rendezvous with the design research journey that aims to boost entrepreneurial ideas and launch a new generation of fashion creatives, designers and entrepreneurs.

CUSTOMEASY and KNITCLUB: two constantly growing sections

Customeasy 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 installation of 50 manikins returns to 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 alongside the Spazio Ricerca on the lower level of the Main Pavilion.

And, linked to the Customeasy area, the new **Styling Room**, an exclusive area inside the Sala Alfa created under the creative guidance of Maurizio Brocchetto, where some selected exhibitors will showcase all their creativity and mastery through special and innovative customization proposals.

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VINTAGE SELECTION

The key reference fair for vintage enthusiasts

Vintage Selection no. 43, the key reference fair dedicated to vintage clothing and accessories will be held from Tuesday 28 to Thursday 30 January in the Ghiaia Pavilion at the Fortezza da Basso. *Hot stuff!* is the theme of this edition inspired by that of the Pitti Immagine winter fairs and will be applied to the layout elements of the fair. The event will be reserved for Pitti Filati buyers.

And again at Pitti Filati:

CHROMA

The fiber art exhibition by Florencia Martinez

lafil presents at its booth **CHROMA**, the exhibition conceived by the Argentine artist Florencia Martinez for this edition of Pitti Filati. An exhibition-synthesis of some of her most recent works, made in a fabric that becomes three-dimensional and transforms into sculpture.

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.

*The Pitti Crew
wears*

ARMOR LUX, FLOWER MOUNTAIN and MANIFATTURA CECCARELLI

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

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