



PITTI FILATI 70

Florence, Fortezza da Basso, 25-27 January 2012

The news, the sections, the numbers

PITTI FILATI N.70. Where trends are born

Pitti Immagine Filati is the main international event for the **knitting yarn industry**. A research lab and an observatory on global lifestyle trends, Pitti Filati presents **world scale excellence in yarns** to an audience of buyers and designers and for the major fashion brands who come to Florence looking for new creative inputs. This edition of Pitti Filati will be featuring **previews of knitting yarn collections for the 2013 spring/summer season**.

FUTURURAL, the new Spazio Ricerca

The Spazio Ricerca and Fashion at Work areas, essential parts of the fair and fulcrum of creativity are growing and developing. The Pitti Filati 70 **Spazio Ricerca** – the experimental lab where trends are analyzed and launched – will explore the relationship between **people and the rural environment** through *FUTURURAL*, the theme-title for this edition, and make a statement about the need for quality, genuine raw materials, and honest values in life and in esthetics. The countryside is the great workbench to preserve and the place to cultivate new ideas. This clear and reassuring message can be the perfect response to our hectic lives, and it opts for a deliberately non-conceptual approach: it is a fresh alternative for creating timely collections with a strong push towards the future, with modern, functional elements. A new itinerary through the Fortezza with special areas dedicated to ideas and collections based on “country creativity” will be an added plus – all staged by fashion designer **Angelo Figus** and knitwear expert **Nicola Miller**.

IT'S GRAPHICS NOW!, the theme layout

Graphic design and a tribute to the field of visual communications and its ability to transpose the present into symbols, shapes and feelings, often even faster than fashion is the main theme of Pitti Filati 70. **Fourteen young international graphic designers** - selected by Studio Camuffo – will express their views of the future through one word that they will translate into an image – a logo. This vocabulary of images will be the fair's own new clothes and will be staged in a special setting in the forecourt of the Fortezza da Basso.

E-PITTI.COM: for the first time at PITTI FILATI

Starting from the forthcoming January edition, also Pitti Filati will have its virtual online version inside the e-Pitti.com digital platform. For the first time in the yarn sector, a fair – the most important and attended on a global scale – will allow buyers to extend their experience of the fair and exhibitors to have more business opportunities. In a similar procedure to the other fairs, the virtual Pitti Filati fair will be launched a week after the end of the event.

Pitti Immagine srl
Via Faenza, 111 - 50123 Firenze
T +39 055 369 31
F +39 055 369 32 00
www.pittimmagine.com



VINTAGE SELECTION N.19: vintage everywhere

Vintage Selection, the fair featuring vintage clothing, accessories and design objects will be back at the Stazione Leopolda in Florence from 25 to 28 January 2012. Held concomitantly with Pitti Filati, it is a research lab that looks to the past, a huge archive that designers dip into to find inspiration for their new collections, a not-to-miss event for cool hunters and style bureaus from major international fashion houses, and a must-see for the huge audience of collectors and *vintage-istas*. The big news at this 19th edition is that Vintage Selection will take on a broader scope, presenting 360° view of contemporary vintage culture involving exhibitors and the audience more than ever. *Very Vintage* will be a catalogue of original looks, personalized styling and retro-fashion manias found here and there, to show how important vintage is to our lives today. And...at Vintage Selection Tag'O'Matic visitors will be able to try on the clothes, have their pictures taken and post them on their favorite social network sites. And... the *I.Love.Archives*, slides from the Pitti Immagine archives, will be telling the story of the past fifty years' fashion, plus areas dedicated to the recycled, to toys, to design and to sports will all be part of this 19th edition of Vintage Selection that promises to be a festival of vintage culture, lots of surprises, entertainment – and opportunities for shopping, of course!.

Pitti Filati 70*: the numbers

Brands / Firms

85 brands at this edition, **5** from abroad

20 exhibitors in the Fashion At Work area, **8** from abroad

Exhibition area: 20,000 square meters

Buyers / visitors: 4.000 buyers at the last winter edition,

1.500 (43% of the total) came from **abroad**

The main foreign markets: **Germany, UK, France, Switzerland, United States, Spain, Japan, The Netherlands, Turkey, Russia, Sweden and Hong Kong.**

*updated on November 17th 2011