



EVENTS CALENDAR

PITTI IMMAGINE FILATI 85|26-28 JUNE 2019



WEDNESDAY 26/06

10:00am	 MODATECA DEANNA brings its extraordinary archives to Pitti Filati 85: POUR TOI Main Pavilion, Ground Floor A special project in collaboration with Modateca Deanna.
11:00am	 Deanna Ferretti in conversation with Daniela Fedi Area Monumentale, First Floor, Meeting Room Talk.
7:30pm	Feel The Yarn The X Contest - Party Serre Torrigiani, Via Gusciana 21, Firenze Standing dinner, live show, dj set. By invitation only.


EVENTS IN TOWN

4:00pm-6:30pm	UK-Italy Outreach Business Conference Confindustria Firenze, Via Valfonda 9, Firenze Business conference about the bilateral trade Italy-UK, organized by the Department for International Trade (DIT) in Italy. Among the speakers: Jill Morris, UK Ambassador for Italy and San Marino, Tim Flear, UK General Consul in Milan and Director of the Department for International Trade in Italy and Azzurra Morelli, Vice-President Confindustria Firenze. By invitation only. Closed-door event.
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THURSDAY 27/06

11:30am	Traceability for the sustainability of the wool: the example of mohair and recycled textiles Area Monumentale, First Floor, Meeting Room Confindustria Toscana Nord - Textule Exchange - ICEA. Press Conference.
10:30pm	Millefili Giardino Corsini, Via della Scala 115, Firenze F.L.Y. first love yourself. Party. By invitation only.

FRIDAY 28/06

9:30am	Sustainable fashion: The way to improve the supply chain Area Monumentale, First Floor, Meeting Room Workshop curated by Francesca Rulli, 4Sustainability.
12:00pm	 Feel the Yarn - Premiazione Main Pavilion, Lower Floor, Spazio Feel the Yarn Winner announcement of the project dedicated to graduate designers from a carefully selected group of the best international fashion schools.

10:00am-
1:00pm /
2:00pm-5:00pm

One Planet One Future Firenze

Galleria Brun Fine Art, Palazzo Larderel , Via de' Tornabuoni 19, Firenze

Artistic project by Anne de Carbuccia. Open to public till June 30th.



THE PITTI SPECIAL CLICK. The theme of Pitti Immagine Filati 85

Something special clicks into place every six months at Pitti Immagine Filati. When the research carried out by the companies and the Pitti team into new projects, events and international names meets the research of the buyers, journalists, influencers and visitors from all over the world. The resulting spark produces alchemies that are always different, a click of energy and emotion it is difficult to stem along with the "X Factor" that decrees the success of every rendezvous, the element that makes people continue to come to Florence in order to see, learn and try to understand. This is The Pitti Special Click, the theme of Pitti Filati 85 which sums up the energy that circulates around the Fortezza and suddenly finds a direction: so the Main Forecourt of the Fortezza da Basso is once again transformed through the set design curated by life-styler Sergio Colantuoni.



HÉRITAGE The new theme of the SPAZIO RICERCA

Main Pavilion, Lower Floor, Salone M

The Spazio Ricerca in the Salone M is the fair's creative lab and experimental observatory where the trends for future seasons are launched. Fall/winter 2020-21 is all about HÉRITAGE and how the patrimony of knowledge, experience and savoir-faire is evolving towards new interpretations to intercept the taste of the designers who distill lifestyle predictions into real products. This will be an edition expressly dedicated to fair exhibitors, the protagonists of six global trends. Along comes a new production chain tendency born out of a need for the clarity and linearity of forms that are able to transmit identifying concepts combined with a high level of portability. Everything is more valuable and classic, even the sportswear, while comfort is a certainty alongside assured elegance. A more defined and sculptural image for men and women as well as a new luxury inspired by the fashion system of the 1950s – 1980s. An exhibition and an experimental project that is always surprising produced under the artistic direction of the fashion designer Angelo Figus and knitwear expert Nicola Miller. The layout is by Alessandro Moradei.



SUSTAINABLE has arrived: an area entirely dedicated to sustainability

Main Pavilion, Lower Floor, Cavedio

A project entirely dedicated to sustainability and its multiple facets. The input will come from the directions provided by a market that demands clarity in terms of raw materials and production processes, a design that is increasingly careful to avoid conflicting with the eco-system and users who are more informed than ever about the impact of their consumption. SUSTAINABLE will be an area devoted to sustainability in a broad sense, conceived and staged to exclusively valorize the sustainable products present in the collections. Sustainability is manifested in different forms, from production carried out through a sustainable chain to the use of biological raw materials, to the salvaging of processing rejects and wastes. In a creative continuity with the Spazio Ricerca, this will be a new place where visitors are invited to emotionally immerse themselves and be inspired by the research and products that satisfy these requisites. With the creative direction of Angelo Figus and Nicola Miller.



CustomEASY

Main Pavilion, Lower Floor, Salone M

The exploration of the Spazio Ricerca includes a synergic project realized between the various players at Pitti Filati. Initially the prerogative of denim and streetwear, today customization treatments are also very widespread in the luxury world. The fair exhibitors' top yarns are transformed into knitted garments by the knitwear manufacturers in KnitClub and treated by a sector specialist. The goal is a special collection of unique knits, the result of an authentic integration of the production chain. A project curated by Angelo Figus.



This edition's special project: MODATECA DEANNA brings its extraordinary archives to Pitti Filati 85

Main Pavilion, Ground Floor

Pitti Filati continues the collaboration with Modateca Deanna which aims to celebrate Italian knitwear excellence through the extraordinary archives of Miss Deanna, the historic knitted goods company that has worked with the biggest international stylists since the 1970s. At this edition, on stage in the Main Pavilion of the Fortezza da Basso with a special layout set, the focus will be on the knitwear collections of an important international maison. A special project dedicated to valorizing the innovative use of techniques and materials.



FEEL THE YARN celebrates its 10th birthday

Main Pavilion, Lower Floor

Under the direction of Pitti Immagine, Consorzio Promozione Filati and Elementi Moda, Feel the Yarn is celebrating its tenth birthday: an important milestone for the competition dedicated to aspiring designers from a selection of the best international fashion schools that aims to expand the creative potential expressed by the yarns produced by the most qualified Italian spinning mills. Halfway between a training project and a competition, on the occasion of Feel the Yarn students from the most important fashion design schools in the world will challenge each other on a theme inspired by the Spazio Ricerca. The objective: a special offering of garments designed and knitted using the yarns supplied by the companies.



KNITCLUB, under the auspices of synergy

Main Pavilion, Lower Floor

Strongly interconnected with the Spazio Ricerca, KnitClub is the Pitti Filati area that showcases quality knitting mills. An increasingly important selection of knitting mills that can interpret the technical and creative needs of the visitors to the fair. An opportunity for commercial encounters between knitwear manufacturers and buyers, designers and the style bureaus of the most famous international fashion brands that attend Pitti Filati. With the objective of achieving a more advanced and global production chain synergy.



FASHION AT WORK, increasingly interactive

Main Pavilion, Lower Floor

The Fashion At Work section also dialogues with the Spazio Ricerca. Italian and foreign exhibitors dedicated to style consulting, stitch and prototype development, printing on knits, knitting machinery, buttons and notions, accessories and trimmings, embroideries and appliqués, dyeing and finishing, trend carnets and style bureaus, color-coding systems, and software for designing and manufacturing.



Re-think, re-use, re-knit. MODA FUTURIBILE promuove un'economia circolare

Main Pavilion, Lower Floor

Moda Futuribile è la moda che si slega dal vincolo settoriale, per diventare un elemento di ricerca trasversale e interdisciplinare. È un progetto che si svolge da 10 edizioni durante Pitti Immagine Filati, uno spazio espositivo dove la volontà di Dyloan Studio è quella di unire in modo sinergico diversi attori della filiera, al fine di creare manufatti innovativi e inediti sviluppati ogni stagione secondo un preciso focus. A questa edizione Dyloan Studio collabora con Marina Spadafora e il movimento globale Fashion Revolution, per stimolare un'economia e una moda circolari basate sui concetti di re-think, re-use, re-knit di capi invenduti attraverso un approccio progettuale diverso che vede coinvolti maglifici, filature e designer, il tutto mediante le tecnologie e il know-how della Bond Factory.

Young Talents for Sustainable Thinking by Salvatore Ferragamo

Main Pavilion, Lower Floor, Spazio Carra

Students from eight international fashion schools - Aalto University (Helsinki), Accademia Costume & Moda (Rome), Coconogacco (Tokyo), Donghua University (Shanghai), IED (Florence/Milan), London College of Design (London), Parsons School of Design (New York), Polimoda (Florence) - were invited to create prototypes based on the themes of sustainability and recycling, using scraps that Salvatore Ferragamo company donated to each school. Each participant created a shoe, a bag or a piece of women's clothing, and a special panel of judges including representatives of Salvatore Ferragamo, industry experts and fashion journalists judged the designs. Each school's submissions - including the winning project - will be displayed in a special exhibition during Pitti Filati.



VINTAGE SELECTION N.34

Padiglione Medici, Fortezza da Basso

Vintage Selection, the vintage clothing, accessories and design objects fair returns for its 34th edition which will be held in Florence's Fortezza da Basso at the same time and in the same place as Pitti Filati 85. The areas of the Medici Pavilion become the natural habitat for an extraordinary archive from which the designers of today and the best style bureaus can draw inspiration and input for their research. A concept lab that looks back at the trends of the past remixing them in a modern key through themed projects that are always different alongside surprising opportunities for shopping and entertainment that are engrossing for both the public and the exhibitors.