



INTERNATIONAL EXHIBITION OF YARNS AND FIBRES
FOR WOVEN AND KNITTED FABRICS
FOR APPAREL, FURNISHING AND TECHNICAL TEXTILES

AT FILO FOOTPRINTS OF EXCELLENCE

The 39th edition of FILO, the International fair of yarns and fibres is on stage at the "Le Stelline" Congress Centre in Milan (corso Magenta 61) on the 20th and 21st of March.

In the spring edition FILO is presenting itself with an offer of a wider range of products, thanks to the presence of new Italian and International exhibitors. As Paolo Monfermoso, manager of FILO explains, "The presence of new exhibitors gives us special satisfaction because it is occurring in the course of a difficult economic period. We are also very satisfied for the large number and high quality of visitors who have already been pre-accredited for the fair. These are rewarding results for the exhibiting companies who aim for product excellence and continuous activity based on research and innovation."

The theme for the 39th edition of FILO is "Footprints", especially chosen to exemplify that all of the activity of FILO is based on important values: quality products, quality of raw materials, environmentally friendly impact and respect for people and their work. These are the "Footprints" that have characterized FILO from its first edition enabling the event to assume a precise role recognized by all of the operators in the realm of International textile fairs. It is on these "Footprints" that the process of greater internationalization of FILO, which has been going on in the past few editions, is based. The fair and its exhibitors are promoted on the foreign markets of greatest interest for the companies through action undertaken with the collaboration of agencies such as ICE for the promotion and internationalization abroad of Italian companies, which is also present at FILO with its own stand.

Consequently "Footprints" is the theme of the inaugural round table at FILO (20th March at 11.30 a.m.). The discussion will be with Marilena Bolli (President of Unione Industriale Biellese), Pier Francesco Corcione (director of Unione Industriale Biellese), Roberto Rimoldi (textile entrepreneur) and Massimo Crivelli (designer).

The same theme inspires the trend area and Gianni Bologna interprets it in this way, "Footprints are the 'Footsteps to follow' in a déjà-vu blending the old and the new. They are also 'Our Footprints', even if we live at a time when life is fast with hyper-communication where everything can be accepted and then refuted in a very short span of time. The 'Digital Traces' mould the future as we deem fit for those coming after us, with technical yarns flanking the natural ecological environmentally friendly ones."

Among the initiatives reserved for the public at FILO is the FILO Cocktail Hour (20th March at 5.30 p.m.), a "classic" not to be missed which is greatly appreciated by the operators. It is a moment spent together during which exhibitors, visitors, organizers and the press exchange impressions and opinions at the end of the first day at the fair. The background is the FILO lounge designed for this edition by the artist topylabrys.

In order to make the environment warmer and more spring-like, the exposition area of the 39th edition of FILO is decorated with floral arrangements all made in Biella by Christian Canterino from *Angolo del Fiore* who bases his "footprints" on tradition and the ability to innovate. Meanwhile at the stands Lauretana Mineral Water is served, a simply exceptional water, which flows from the spring in Graglia near Biella.

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