



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

## FILO: Leonardo “inspires” the 44<sup>th</sup> edition

On 23 June 2015, the presentation press conference for the 44<sup>th</sup> FILO edition, scheduled between 30 September and 1 October 2015, was held at the Palazzo delle Stelline in Milan. It followed the event that took place in Biella the day before, which primarily addressed the exhibitors. FILO road-show focused in particular on the presentation of the objectives and novelties of the 44<sup>th</sup> International fair of high-end yarns and fibres, which is ideally inspired by the genius of Leonardo.

At the Milan press conference, **Paolo Monfermoso**, FILO manager, presented the innovations, projects and initiatives implemented to support a constant, reasonable growth of the event, which in this second half of 2015 mainly addresses the International market.

The first new feature of the 44<sup>th</sup> edition of FILO lies in a high-profile cultural and communication opportunity placed at the disposal of FILO exhibitors' customers: the possibility of visiting the “Inside The Last Supper”, the show dedicated to Leonardo da Vinci, held in the cloister of the Palazzo delle Stelline throughout the Expo duration, which in the two-day event will be exclusively reserved to FILO.

The second novelty concerns the new event layout, restyled for the occasion to include the new spaces in the Palazzo delle Stelline and the transfer of the Trend Area to an even more attractive location aimed at increasingly drawing the attention to the concept of the “garden of textile ideas”. This edition, the same FILO Lounge, dedicated to exhibitors and their guests, will “move” to more open areas offering a relaxing oasis where to recharge batteries during the busy two-day exhibition.

The third innovation is to be found in the website [www.filo.it](http://www.filo.it), entirely redesigned to strengthen and enhance the business to business vocation of the fair. The design and contents of the new website (realized by *Timetocomm*) respond to today logical needs and offer optimal browsing also from mobile devices. The new FILO platform reveals a great variety of novelties as well as the many actions taken to facilitate the work of the fashion system professionals.

Addressing the internationalization issue, Monfermoso underlined that in 2015 FILO has started to look at foreign markets through fresh eyes. From the one side there is a strengthened *incoming* of International buyers, also thanks to the precious and ongoing collaboration with the ICE agency. On the other, FILO is expanding on International market with the participation in the Shanghai fair in collaboration with Milano Unica and the support of the Ministry for Economic Development, through the recognition by the Deputy Minister Carlo Calenda of FILO as the reference exhibition for made in Italy yarns. We have been working on this project for a while now, also with the fundamental support of the Italian Fashion System. Our aim is to bring our companies abroad, emphasising the very top quality of the products of the made in Italy supply chain and showing its concrete features to potential customers on far away markets, like for example the Asian market in the case of Shanghai”.

Organized by



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The speech of **Marinella Loddo** director of the Milan ICE agency office, shares the same views: “The partnership with FILO has existed for a long time and we will continue to do so, in order to make the Italian excellence in yarns known in the world. As usual, we will select the members of the International buyer delegation invited by the ICE agency to participate in FILO in accordance with the requests of the exhibiting companies. We will focus on the markets of greater interest for both Italian and European or US spinning mills but we will move also towards new markets: like for example Turkey, China, India and Japan”.

>From the promotion on foreign markets to the style inspiration of the collections on display at the 44<sup>th</sup> FILO edition.

**Gianni Bologna** (FILO creative and style manager) outlined the style trends developed for the 44<sup>th</sup> edition of FILO, which invite the whole fashion system to look ahead taking as starting point the definition that Leonardo da Vinci would have provided for this concept. “The apparent contraposition between present and future – affirmed Bologna – is the interpretative key to our creativity”. This is the reason why the companies have to aim at re-inventing yarns and materials, focusing on technicality also in the so called “classic” sectors, which continue to spearhead the Italian textile industry. All these concepts are developed in four themes: The age of man as person, The age of machines, The age of competition as common fight, The age of botanical rarities.

Finally, **PierCarla Delpiano**, president of the Fondazione Stelline, outlined the common thread that links the show “Inside the Last Supper” to the made in Italy, and its various expressions. “The Leonardo hub gives us the possibility to promote a meeting of cultures (as it happens at fairs like FILO) and to show the many facets of the Italian genius to all foreign tourists and operators coming in this period to Milan. We are very happy to offer this exclusive opportunity during FILO two-day event because FILO values represent the best of our values that we export all over the world”.

The 44<sup>th</sup> edition of FILO will be held at the Palazzo delle Stelline in Milan between 30 September and 1 October 2015.

Biella, 25 June 2015

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