INTERNATIONAL EXHIBITION OF YARNS AND FIBRES
FOR WOVEN AND KNITTED FABRICS
FORAPPAREL,FURNISHINGANDTECHNICALTEXTILES

FILO, the spotlight on the excellence of yarns

It is time again for FILO, the international fair of fibres and yarns organized by AssoServizi Biella. The 36th edition will be held on **12-13 October 2011** at Palazzo delle Stelline in Milan.

Ever since its first edition, FILO has been the privileged showcase of the production of very high quality yarns made in Italy and Europe, and through the years it has consolidated its role as the only *business to business* fair concentrated on a vast array of products and innovation.
In keeping with its continuous process of renewal and greater internationalization, FILO has chosen as its theme the concept of " State of the Art" for its 36th edition.
This concept was formulated through the activities of the companies who are exhibitors at FILO. And just as Paolo Monfermoso emphasizes, "this is a winning image in the wake of the current economic context. Only by aiming at high quality and product excellence can we face the future with what we have defined as cautious optimism. On our part "State of the Art" means giving even greater importance to concrete, professional and efficient elements which guide us in organizing FILO."
This concept of "State of the Art" which cannot be limited only to yarns must also be "rediscovered" by the other links in the production chain, including fashion. This is what the creativity and production development manager of FILO, Gianni Bologna, stressed with emphasis when he presented the product proposals elaborated for the 36th edition, "the time has come to affirm the necessity of a transformation in fashion and design to put the spotlight on restraint."

These are exactly the themes that will be discussed in the course of the inaugural round table at FILO. **Marilena Bolli** (president of "Unione Industriale Biellese"), **Martino Midali** (designer) and **Stefano Boeri** (Culture, Fashion and Special Events Councillor of the City of Milan) have confirmed their presence at the event. This is the link between excellent yarns and high quality finished product returning to the FILO lounge, whose preparation was executed by **Camo** and based on the latest collection of the company called River which is inspired by the Cervo Torrent of Biella. Camo – the abbreviation for Camouflage – is a project of Stefano Ughetti, who aims "not only to dress the individual, but to make him communicate with what he is wearing."
The inauguration of FILO will be held on the **12th October 2011 at 11:30 am** at Palazzo delle Stelline in Milan.

Biella, 19th September 2011

Ufficio stampa e comunicazione
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