

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

SKILL GAMES AT FILO

The themes picked out for the 37th FILO edition go on continuing in the same direction as last season by proposing some ideas inspired with the principle of the close correlation between Italian and European textile/clothing production, thus excluding those areas that have become appanage of producers from other countries.

“Skill Games” is the title of the theme not because the general economic situation and especially that of our industrial sector has become like a “game” and particularly amusing, but the focus is on the word “Ability”. The intention is to express the concept that it is necessary to move with dexterity and shrewdness in these difficult circumstances for both the Consumer and the Producer. There is awareness that this undoubtedly represents a challenge but it is the only way to be able to continue to work in this sector. And the word “game” alludes to the passion which is a necessary condition to be able to continue in any kind of creative work.

For each of the four sections we have tried to renovate which attempt to renew the assembly and the colour of the various presentation “pictures” so as to communicate the idea that it is indispensable in any case to re-interpret and re-think what we define as classic. This can be achieved with unusual chromatic combinations and the use of noble fibres juxtaposed with more innovative materials in an attempt to stimulate the evolutionary spirit that has always represented one of the principle characteristics of the European and Italian textile industry in particular.

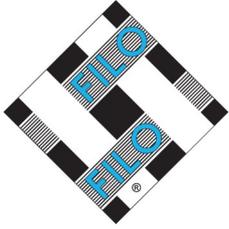
PARLOUR GAMES

This part is dedicated to elegant men and women’s apparel where refined luxury appears discrete and well-crafted. This is the luxury that we have been talking about for several seasons and is now slowly, slowly conquering the scene. It is the type of luxury on which our companies production is based and is a message that can be important for the future since the affluent consumers, especially those in emerging countries, will have to learn to appreciate it fully, if they would “like to make a difference” on the social scene. We think it is of vital importance to send these messages so as to create a communicative and appreciative environment capable of penetrating the market.

PUZZLE PATIENCE

There is a consolidation of the return of natural fibres, but in a way to make them seem less stale with proposals of fibres or finishes that improve both the look and the performance.

This part is dedicated to great craftsmanship, the hand made, the traditional textile arts and luxurious craftsmanship, the return of knits, the crochet style and the presence of embroidery decorations. These are also naturally associated to the return of fantasy yarns and low metric counts which have given good results in last few seasons as proposed by FILO, but now need to be re-elaborated and re-proposed.



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

PLAY ON WORDS

This is a pretext to speak again of “hybrids”, a theme which is especially sensitive and has frequently returned in the proposals of the last few years. In some cases it has been more of a necessity than a virtue, but it undoubtedly does have a special characteristic. It is only through hybrids and mixing genres (in our case we insist this occur with quality materials and a look which is aesthetically pleasant) that we can innovate not only the final look of clothing but also the structure of “yarn” and “textile” products.

We play on three charades:

Senti-mental: Heart and brain, reason and instinct.

Techno-ecological: The technique that helps nature be more “humane”.

Chrono-logical: The contrast between fabrics of different “eras” used together.

CONJURING TRICKS

Fabrics are assembled with apparent contradictions or an interior double sense that would like to continue, and even go to an extreme. This concept came at the end of the presentation and proposed beautiful unusual textile combinations uniting colours and materials, which were rather complex. It spoke of the ability and creative assembly which always lies at the base of the mainstream theme of FILO: the elaboration of quality.

Biella, 16 January 2012

Ufficio stampa e comunicazione
EA Team
via Muratori, 55 - 20135 Milano
Telefono 339 64 73 377 - 368 30 87 865
e-mail: press@filo.it

Organized by



via Torino, 56 - 13900 Biella (BI) - Italy
Phone +39 015 8483271 - Fax +39 015 403978
www.filo.it - e-mail: info@filo.it

