



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

FILO, The State of the Art Fair

FILO, the international event for fibres and yarns organized by AssoServizi Biella, will present its 36th edition (12th -13th October 2011) with a double press conference:

in Milan on June 27, 2011

and in Biella on June 28, 2011

In view of the October edition, the program of continuity renewal that FILO undertook in 2011, is being strengthened. One of the primary objectives of the organizers is greater internationalization of the fair, which is also thanks to the resumption of collaboration with ICE, to offer a more prestigious showcase of textile product excellence presented at FILO.

The words of Paolo Monfermoso, manager of FILO confirm this proposal: "We are working on the 36th edition of FILO in a climate that I would define of cautious optimism. There are signs of recovery in the textile-garment system, especially in the segments characterized by higher product quality, the range where the companies exhibiting at FILO operate. On the other hand, FILO is an ideal business stage for these companies. Today it is the only *business to business* fair concentrated on the high range of product and on innovation. Besides our passwords are concreteness, professionalism, and efficiency. Consequently, as of today the number of companies that have confirmed their participation is in line with the past. We expect a good attendance turnout, above all from foreigners, to whom we address ourselves with a renewed strategy of communication".

Gianni Bologna, creative and product development manager of FILO, in his proposals of product proposals elaborated for the 36th edition, affirms the necessity for a transformation of style and design: "I do not intend to turn back the clock, or promote textile "counter-reforms" or "counter-revolutions", explains Bologna, but it seems proper to propose research based on what has been missing for some time and which absurdly represents exactly those product and market typologies, that are perfect examples of the exhibitors at FILO. If not the typical bourgeois good taste, at least aesthetic decency or if not trenches at least the sense of limitation borders (and not only of good taste) which must not be ignored. This does not mean a counter-revolutionary restrictive fashion but at least one principle: COMMON SENSE".
Congress Centre in Milan.

Biella, June 27, 2011

Press and Communications Office
EA Team
via Muratori, 55 - 20135 Milano
Telephone 339 64 73 377 - 368 30 87 865
e-mail: press@filofair.com

Organized by



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

