FILO: The State of the Art

Let us start from a consideration on the qualitative and aesthetic level of the yarn that the majority of Exhibitors at FILO produce and the subsequent market target which is represented by the high end or middle/high end of fabric and knitwear producers and their products.

The second consideration is the current situation of the so-called “desire” genesis or more simply, the shopping inclination of those belonging to what remains of the middle class with a certain amount of purchasing power and some acquired aesthetic expectations regarding elegance. Very frequently these customers are faced with a textile product produced who knows where and made into a poor quality garment with a deplorable look. For years this type of product has not only been accepted by lower end customers but has been a source of inspiration which has been trumpeted by the media for brands dedicated to youth or those pretending to look young. It is not necessary to comment on the results.

In a period where our markets and their consumers must face daily images of tension, which are perceived as menacing and potentially destabilizing for our lifestyle and acquired social level, we do not feel that the message sent by a low quality cheap look or even worse by that of expensive brands being inspired by it (in the spirit of the “destroy” look – or even worse), should be taken into consideration as FILO’s product development proposals nor transmitted by FILO as a part of its message at all. We do not intend to counter-reform or counter-revolution in textiles and we propose a research based on which has been missing for a long time, representing these types of products of the markets mentioned previously: if not the good taste of the middle-class, at least the aesthetic decency: if not the trenches, at least the sense of frontiers (not only in matter of taste) which mustn't be ignored; if not a prude counter-revolutionary fashion, at least the principle: “the correct MEASURE”.

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

FILO: colour cards of 36th edition

There are five areas developed for the 36th edition of FILO by Gianni Bologna, in charge of creativity and product development for the exhibition.

The freshness of white
Further to pure white, white as dairy products: butter, milk, cheese
Beige and the colour of honeysuckle: orange, jellow, brick-red, red

Cosmetic powder and nature colours "coloniali"
Very light shades powder with the colours of nature and light blue

Tones of India
Pink and red with metal and elements of earthy shades: gold, bronze, copper

The petroleum with military shades
Dark blue-green, ottanium with black, cardinal red and fuorescent military

From a man's perspective
The metamorphosis of ottanium with grades to gray (mans' perspective)

The 36th edition will be held at Le Stelline Congress Centre in Milan on 12 and 13 October 2011

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