



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

## User name: FILO

### THE MACRO TREND

The past season we described the hyper-connection and the consequent spread of hyper-communication and hyper-personalization that these cause especially among younger consumers, and sometimes also among those who are no longer so young.

Now we continue that subject taking it from the opposite site. And we wonder: what would it be like if one day those who, at every moment of their lives, are connected to the wide world thanks to ever more “intelligent (?)” mobiles and ever more ethereal I-pads, “on line” in their hearts and minds (and the expression “on line” has more than one meaning, maybe also compulsive), incessantly chattering on dozens of networks that are perhaps no longer social but anti-social, – once the intoxication has ended and detoxified from addiction, might click and turn off the devices putting an end to that heap of dis/information and connections which whirl around and inside them?

It would be a simple gesture ... so as not to suffocate: to disconnect and cut off, to give oneself time and silence. There are many signs predicting such a trend, certainly there is widespread desire to do so. Liberty of leisure, perhaps a leisure that may be also very productive.

They could cultivate and refine their thoughts, or even simply find themselves again, or invent a new network, which more than being “social” purports to be “individual”. Very “individual”.

Everything revolves round a time that until yesterday could be considered “wasted” and that today people very much want to rediscover.

### TEXTILE THEMES

Therefore, in the textile themes we find some basic references:

- the desire for entertainment and fantasy remains but in so far as it is the expression of one's own image and creative personality, and not as a desire to show off;
- the yearning for freedom of movement is brewing, for a reduction of all kinds of constraints and for simplicity which appears also in the tendency towards that discretion already mentioned in the past, and which grows stronger not only in our developed, sophisticated (and in crisis) markets, but also in those emerging market sectors which until a short while ago were seeking the ostentation and compulsive exhibitionism of the signs of the acquired wealth;
- it is clear that a common central point has a hold over everything at the two poles mentioned, and it is the one of the person who wishes to stay, or come back to being, focused more than ever on its own individuality, desirous of (re)-conquering the time and space belonging to it and owed to it.

The indications for the coming Seasons are for this growing trend. They are developed in textiles and garments characterized by not excessive formal and structural visibility and, upstream, in more linear yarns or less evident patterns compared to the previous seasons, in more fluid and more comfortable shapes;

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





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there is a search for new styles and new volumes, for a balance between elegance and technical fabrics, sporting and casual elements without ever being shabby, balanced, smooth, rigorous silhouettes in contrast with that state of chaos of our times from which we want to escape as if it were a prison.

The 41<sup>st</sup> edition of FILO will as usual be held at Le Stelline Congress Centre in Milan on **March 5 and 6, 2014**.

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Press and Communication Office  
EA Team Elena Aravecchia  
Via Muratori 55 – Milan  
Telephone: 3396473377 - 3683087865  
e-mail: [press@filo.it](mailto:press@filo.it)

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

