GETTING TOGETHER - Markets for goods and ideas

INTERFILIERE: international character of event emphasised

ACCORDING to the latest press release of organisers **Eurovet**, the January 2011 edition of *Interfilière*, the salon for bodywear production supplies, recorded 10 756 entries, of which 64 per cent originated outside France. The number of brands represented by the visitors rose by 8 per cent. As usual, Italy was the country that sent most non-French visitors, followed by Germany and the UK. For the first time, Turkey and Russia came into the top ten countries of origin for visitors and attendance by US professionals also rose appreciably. The press release also quoted comments by exhibitors that indicated a high degree of satisfaction with the results of their presence. It also noted the industry's keen approval of the decision to stage the next edition in July this year, rather than September. This approval is evidenced by the arrival of new exhibitors and the return of lapsed participants.

Interfilière

Despite the positive comments of some exhibitors, others reported somewhat more hesitant sampling than in September last year. This, it was felt, was due to uncertainties caused by the sharp rise in cotton prices and the increasing cost of alternative fibres.

FILO: date of next edition advanced by one day

INITIALLY scheduled to take place on 16 and 17 March, the Italian fibre and yarn salon *Filo* will now be staged one day earlier, on 15 and 16 March 2011. Organisers *AssoServizi Biella* explained that since the original dates were published, the 17th of March had been designated a national holiday to celebrate the 150th anniversary of the unification of Italy.

Filo

Since Italy is a major source of yarns intended for bodywear and legwear applications, the salon merits the attention of all knitters in those sectors.

5 ELEMENTS: more major brands attracted as exhibitors

PROMOTED as an appetiser to the *Berlin Fashion Week*, the *5 elements* intimate apparel salon that was staged from 16 to 18 January featured 50 exhibitors with some 100 brands and attracted 1810 visitors. On that occasion, *Tommy Hilfiger* and *Calvin Klein* were present for the first time, alongside other major brands from Europe and the US.

Since it focuses on more exclusive brands, the salon is unlikely to grow sufficiently to assume the importance of the now defunct Igedo Dessous salon. Nor can it hope to attract more than a sprinkling of non-German buyers.

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