

08.10.2012: FILO in Milan: Faster, more rational and even more pleasant

08.10.2012 – It is nearly time for the 38th edition of FILO, the International exhibition of yarns and fibres, scheduled for the 10th and the 11th October 2012 at the Le Stelline Congress Centre in Milan.

There are many innovations in different aspects of the fair and they are connected to the philosophy of the renewal of continuity which FILO has been pursuing for several seasons.

The Reception Area has been completely renewed in its layout and furnishings which gives the visitor a “first impression” of the event reflecting entirely the characteristics of what is concrete, professional and excellence. The visit is faster, more rational and even more pleasant for both the press and exhibitors.

The event has been revisited from its “foundations”, even the FILO website (www.filo.it), in the conviction that in the second decade of the XXI Century communications through the web for both exhibitors and buyers cannot be ignored. Both the graphic design and the contents of the website have been revolutionized, favouring simplicity and easy access, so as to make it an attractive direct working instrument. Visitors, journalists and exhibitors will find many useful indications on www.filo.it to get the most out of their business during their actual visit to the stands at FILO.

Among the initiatives of FILO to promote the presence of its exhibitors on foreign markets, there is a renewed collaboration with an agency for foreign promotion and the internationalization of Italian companies, (ex-lce), which will be present at the fair with its own stand.

As for the collections exhibited at FILO, once again they represent the excellence of Italian and international production: a concrete example of the “approach” of the textile industry made in Italy inspiring the product proposals elaborated by Gianni Bologna on exhibit at the Trend Area in a suggestive setting.

“Approach” is also the theme of the inaugural round table of the 38th edition of FILO. Thanks to the intervention of illustrious guests, this will be the occasion to understand in depth the way, “the approach”, which leads to the creation of a design object or a thread or a ready-to-wear garment or haute couture.

The FILO cocktail is not to be missed at the close of the first day: a convivial moment which at the same time allows for an interesting exchange of opinions among entrepreneurs, buyers and journalists.

http://www.textile-network.com/news-and-trends/filo-in-mailand-schneller-effizienter-und-wesentlich-angenehmer_21158_en/