FILO, growing optimism of the participants

The 35 the edition of FILO, the international showcase of yarns and fibres for orthogonal and circular weaving organized by AssoServizi Biella, came to a close today.
The event was a success with 74 exhibitors and 2,500 visitors, a stable result consolidated over the years.
Besides the numbers which were more than satisfactory, it was the atmosphere among the stands which gave the most optimism. This was confirmed by Paolo Monfermoso, coordinator of FILO: "We are satisfied with this edition of FILO: there are signs of a more favourable trend in respect to the preceding years. We also consider very positively the strengthening of our collaboration with ICE, which has already given us a concrete result in making our event more international. The new layout of the exposition area on one floor was accepted positively by the visitors, exhibitors and the press, because they all appreciated the brightness and the greater practicality. The exhibitors are satisfied by the flux of visitors which was maintained in the two days of the event with the presence of qualified and determined buyers."
Our collaboration with ICE brought buyers to the exhibition from the United Kingdom, France, Spain, Germany, Austria, Bulgaria, Portugal and Finland. Most were manufacturers of textiles for clothing and the home who were interested in visiting FILO to improve their familiarity with the Italian market while searching for new products and new collaboration.
The optimistic atmosphere was echoed in the words of the exhibitors at FILO, who were interviewed at the end of the second day. Maurizio Maffeo of **Filatura di Pollone** underlined "the return of an atmosphere of serenity, with the knitwear sector more upbeat in respect to the past seasons with a good outlook for the coming seasons. I find the new layout on one floor more rational, making it easier to visit the exhibition."

"We are also very satisfied with our participation at FILO," commented Francesco Della Porta from **Pozzi Electa.** "In this edition we saw a fair presence of Italian buyers, while among the foreigners the presence was primarily of consolidated customers. We offered both Italians and foreigners natural yarns in various blends. There were some interesting visual effects of irregularity obtained by mixing fibres from different types of dyeing."

Manuela Gaslini from **Filatura Astro** espresses satisfaction above all " for the presence of operators who were interested primarily in concluding orders, with many new visitors in respect to the habitual clientele. Everyone found our yarns made by re-cycling knit fabrics separated according to colour of great interest. We appreciated very much the new bright location which finally gives the right perspective to the fashion trends."

A very positive comment on the new layout structure was made by Paola Aglietta from **Italfil**: "these are bright spaces which makes visiting the fair easier and more pleasant for buyers and on the whole there was more coming and going. As for our company, the result

was positive because we received visits from foreigners thanks to Ice. Our Soffio yarn was among the most appreciated of our products, which is a pure wool yarn that allows the production of fabrics that unite the advantages of natural fibres with easy maintenance."

Alberto Verzotti of **Hatfil Tekstil Isletmeleri** was very satisified: "The new position has allowed us to have better results than in the past editions. The contacts made at the show are very positive and we have been visited by very qualified buyers who have particularly appreciated our melange yarns."

Vincenzo Caneparo of **Davifil** emphasizes the presence at his stand of "many foreign visitors, besides the usual Italian customers, primarily Europeans, in particular French and Spanish, which is also thanks to ICE. All of the visitors were extremely well qualified and concrete. The product which was appreciated most was Murano, a wool melange yarn in natural colours."

Luca Mainardi of **Marchi & Fildi** reiterates that the two days at the fair were "better than at the past editions. The buyers visiting our stand, some of them arriving with delegations promoted by ICE, were high level professional people who were interested in particular in the yarns coming from our research and development laboratory in the quest for new technological solutions."

Carlo Boselli of **Marioboselli Yarns & Jersey** declares that "for us it is always a pleasure to participate at FILO . We consider this fair a showcase where we can meet everyone: customers, suppliers, sales representatives and even competitors. In this edition there were many Italian visitors and our consolidated foreign customers. The trend area has definitely improved. "

Giorgio Tessari from **Lurex Italia** considers "this edition of FILO positive: We have had a good number of visitors, equally divided between Italians and foreigners. Our company presented innovative yarns, which are extremely soft and very fine with new effects and colour combinations".

Excellent results for **Safil** too, as underlined by Stefano Formignani: "Many foreign customers came to visit us at the fair especially from France and Germany."

The same results were echoed by Angelo Miniggio of **Filatura Lacfimi**, a company present for the first time at FILO: "After some problems of logistics on the first day, everything went well. We were very satisfied by our "first time at FILO", where we brought our angora yarns."

Alberto Andreone from **Gruppo Tessile Industriale** showed his satisfaction for the "edition of FILO that brought buyers to the stands with clear ideas, capable of appreciating our yarns in the precious natural fibres."

The 35th Edition of FILO is also characterized by having hosted the stand of an important initiative, that represents the link between the present and the future of textiles: the **Centro rete biellese degli archivi tessili e della moda (the Biellese central network of textile and fashion archives)**. As Marinella Bianco from Anai, Piedmont branch (Associazione nazionale archivistica italiana – the National Association of Italian Archives) explains: "The original project is that of a national one of the Fashion Archives. In Biella we conducted a census of the archives of the local textile industries and from this set up a central network in collaboration with the Cultural Councillorship of the Province of Biella. The historical archives of the textile firms in Biella are an invaluable legacy and the aim of our project is to exploit them to reconstruct the history of the fashion system of Biella. This is because Biella is the only district of the textile sector which is still working at full capacity."

Biella, 16 March 2011

Ufficio stampa e Comunicazione
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