



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

## The 49<sup>th</sup> edition of Filo opens today

Today, the 21<sup>st</sup> of February 2018, the 49<sup>th</sup> edition of Filo, the yarns and fibres' exhibition, opens. The fair is taking place at Palazzo delle Stelline in Milan (corso Magenta 61), from 9 a.m. to 6 p.m. during the first day, and from 9 a.m. to 5 p.m. during the second one. In the foreground, there are very high quality yarns for to the top-of-the-range textile products, manufactured by companies whose guiding principles are research and innovation.

Paolo Monfermoso, manager of Filo, states: "The 49<sup>th</sup> edition of Filo opens today in a positive atmosphere. Our fair is recording an increasing interest. As far as visitors are concerned, we have laid the foundations for the arrival to Filo of an ever increasing number of qualified buyers, also thanks to the strong cooperation existing with Italian Trade Agency and Sistema Moda Italia. The result is the presence of professionals coming from the main European and Asian countries, especially Japan, and the coming back of the Russian delegation. In addition, according to the needs of our exhibitors, we have been focused on those countries where the development of textile industry is consolidated".

Monfermoso also adds: "Our efforts are aimed to enhance collaborations and contiguities within the Italian textile-clothing sector. An example was the presence of Filo at the latest edition of Milano Unica, through an installation presenting the weaving yarn trends launched during our September 2017 edition. One more example is given by the presence at the 49<sup>th</sup> edition of Filo of some among the Italian most important dyeing mills as exhibitors. And in the same spirit, we welcome the choice of ACIMIT (the association of textile machinery builders) to be at the 49<sup>th</sup> edition of Filo with an institutional booth. Regarding production processes, these initiatives allow operators to have a more complete and immediate idea of textile developments which could be reached starting from the yarns shown during the exhibition. In the meantime, as far as communication is concerned, by strengthening these collaborations among the different steps of the supply chain, we show to all professionals worldwide the added value of a whole supply chain, highlighting how the value of end products depend crucially on the quality of materials and production processes across the upstream steps."

Monfermoso ends the presentation of the 49<sup>th</sup> edition of Filo saying: "Quality, sustainability, education and cooperation will be the concepts at the core of the inauguration conference of the 49<sup>th</sup> edition of Filo. It is entitled 'The thread of globalisation' and it is organised by Filo in cooperation with ITA Agency and Sistema Moda Italia. These are the four fundamental concepts that allow textile and apparel companies to compete successfully on international markets. And to look to the future with confidence."

Globalisation between challenges and opportunities is therefore the theme of the 49<sup>th</sup> edition of Filo. It is a globalisation that is also reflected in the tastes and the ways of dressing adopted by people. Not surprisingly, therefore, Gianni Bologna, responsible for creativity and style of Filo, has defined the macro-trend of the 49<sup>th</sup> edition of Filo 'Tastes on sale', thank to an inspiration taken from street styles. Mr. Bologna says "Nothing better than what we see every day in the streets represents what is set upstream and what is possibly re-elaborated by creators'. And where the idea of 'beauty' plays a new role: the visible part of the peak of the iceberg of self-reference, disarticulation (of taste) and fragmentation (of market)." In this context, which is the space for top-of-the-range products? Bologna answers: "There is one fundamental point for companies across the entire supply chain: they should focus on their own specialties, tune presentations and products according to clients' requests, and delimit the boundaries of a space in which full possession is acquired and in which one is seen as a point of reference."

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

Organized by



Via Torino, 56 - 13900 Biella (BI) - Italy  
Phone +39 015 8483271 - Fax +39 015 8495363  
[www.filo.it](http://www.filo.it) - e-mail: [info@filo.it](mailto:info@filo.it)

