

Filo At Milano Unica With Filoflow

July 12, 2022

BIELLA, Italy — July 12, 2022 — The 12th, 13th, and 14th of July, Filo will be at Milano Unica (Milan – Rho Fiera) with FiloFlow's yarns.

The synergy between Filo and Milano Unica, focused on enhancing and strengthening the excellence of Made in Italy textile industry, goes on.

In recent years, the collaboration between Filo and Milano Unica has become stronger through the identification of the themes and the opportunities set by the market to the companies and faced by both textile Exhibitions, which try to address the current situation by sharing solutions with a view to supply chain.

Sustainability is for sure the most evident and immediate theme, considering the importance that it has gained among consumers worldwide. That is why Filo has chosen for some editions to propose at Milano Unica just those yarns produced by the companies participating in FiloFlow sustainability's project.

However, in this Milano Unica edition there is an additional element that represents a stronger common point: the approach to the so-called trends. On this occasion, Milano Unica has indeed built its Trend Area by starting from the concept of 'MU Seasonless', which means going beyond the traditional succession of seasons related to the proposals and the use of fabrics and accessories through a long journey along Italian manufacturing chain, which – just as claimed by Gianni Bologna, responsible for Filo's creativity and style – has been defined as 'creative pretexts'. This is the approach that Filo has chosen for some considerable time, focusing on products and processes in its stylistic proposals, in 'Creative Dialogues', always shared with companies.

Paolo Monfermoso, responsible for Filo, says: "Filo has been taking part in Milano Unica for many years, achieving great results in terms of positive evaluation by the professionals and visibility of our Exhibition. In this edition, we are particularly proud that our participation is in the context of "MU Seasonless". Filo has for years gone beyond the concept of seasonality in the stylistic proposals that Gianni Bologna carries out for every edition. That's why I really appreciate the choice made by Milano Unica, which strengthens an already deep synergy, based on two

aspects: sustainability – which Filo expresses through its FiloFlow project – and the increasing use of the yarns produced by Filo's exhibitors to produce excellence's items shown at Milano Unica."