

**PRIMA – Moda Tessuto makes its debut:
at the Fortezza da Basso
the curtain goes up on the collections of
high quality fabrics**

Prato, July 7, 2009 - The challenge is already expressed in the name. An ambitious goal: to preview the collections for the fall-winter 2010/2011 season. This is the spirit of PRIMA – Moda Tessuto, the event that previews and opens the calendar of events in the textile sector.

At the debut of the new fair event promoted by the Pratotrade consortium, that marks the beginning of a proficuous cooperation with Pitti Immagine Filati, as shown by the simultaneous scheduling of the two fairs, from July 7 to 9, at the same Fortezza da Basso fairgrounds in Florence. It is a synergism that will enable the operators in the field to explore, in a combined experience, the proposals of companies characterized by quality, research, and a high fashion content of their collections, offering a broad view of the season's trends.

The first edition of PRIMA brings some significant numbers into play, with about fifty companies and prestigious brands on view (some from abroad, including German and Japanese companies, as well as from the different Italian textile districts), that were willing to meet the challenge of offering their quality fabrics on the market with the yarn producers. Might makes right, they say, and the combination of PRIMA and Pitti Filati gives fashion designers a full view of the “raw materials”. The underlying strategy is the inspiration of the event: to be “first” in this case means to be ahead of the traditional fairs, giving the companies more time to plan their work with respect to the fabric collections.

The **president of Pratotrade, Alessandro Benelli**, greets the debut of the event with these words: “The companies at this fair show that they are able to respond to the demands of the market, more than ever at a time in which it is not easy to innovate and try out new ideas during the financial crisis and severe limitations on investments”. The **director of Pratotrade, Vincenzo Pagano**, puts it another way: “The debut of PRIMA - Moda Tessuto on the fair scene has already received strong signs of interest from the clientele that shows its confidence in the opportunity of seeing the collections in advance. The development of production timing is one of the elements to which the manufacturers have to pay the maximum attention, in order to seize the opportunities that the market can offer”.

The preparation of 6,000 square meters on the penthouse floor of the Fortezza da Basso, equipped with all the comforts and an excellent image, is completed with a trend area designed by Li Edelkoort in an impressive setting capable of transmitting the moods and themes of the season.

It will be a complete fashion event, with the language of yarns added to that of the fabrics, to produce interesting new combinations, and with the designers at work (Li Edelkoort for PratoTrade and Angelo Figus and Nicola Miller for Pitti Immagine) to find points of contact and exchange between the trend areas organized for PRIMA and Pitti Filati, respectively.

The project has been realized with the support of Region of Tuscany, Toscana Promozione and Chamber of Commerce Prato.