

## **Company profile Pratotrade**

Pratotrade was founded in 1979 on the initiative of the Industrial Association of Prato, as a consortium of 100 textile manufacturing companies producing fabrics for men's, women's and children's apparel, selected for their style features and the quality of the products.

After Prato Expo, one of the most important international textile trade fairs for the apparel sector, held in February and mid-September, now Pratotrade launches the first edition of PRIMA – Moda Tessuto at the Fortezza da Basso to preview the collections of the exhibitors on the market.

The consortium promotes the sale of textile products made by its members, furnishing them with technical, logistic and organizational assistance. It also coordinates the promotional activities of the international markets and associated companies, promoting the textile district of Prato at the same time.

To keep in step with the innovations and anticipate the orientations of the international markets, Pratotrade has created a Trend Study Center that performs research throughout the fashion system to determine the moods and trends of the market, processing information useful for the orientations of the manufacturers and consumers in the world: it is a fundamental reference for the preparation of new sample collections for the associated companies. The companies, in their various specializations, following these indications, reach high levels of fashion content and quality.

These studies are the starting point and inspiration for the extraordinary creations of the producers of the finest brand names "made in Italy".

The consortium has the following structure:

- the meeting of members
- the Board of Directors with 11 directors elected by the members
- the Board of Auditors with 3 members
- the president, Alessandro Benelli
- the director Vincenzo Pagano