

From Prato to the Land of the Rising Sun: 49 brands on stage for the second edition of PRIMA Moda Tessuto

*The showcase of fabrics returns to the Fortezza da Basso with Pitti Filati.
High quality collections to kick off the program of textile fairs*

Florence, 27 January 2010 – The word has gone out that the finest producers of fabrics are on stage at PRIMA Moda Tessuto, where the policy is to precede the annual program of textile trade fairs and collection, to give the designers more time to plan their market strategies.

At the Fortezza da Basso in Florence fairgrounds, the upcoming event will be the second consecutive edition of PRIMA Moda Tessuto promoted by the Pratotrade consortium: the appointment is from Wednesday January 27 to Friday January 29, **jointly with Pitti Filati**. The curtain will go up on the penthouse floor of the central building, with a total area of 6000 square meters, where 49 brands will represent the national textile excellence, and not just national. In addition to a heavy attendance of companies from the Prato district, two important production companies from Japan and one from Germany will add the international flavor that has always characterized PRIMA since its debut.

The important thing is to **preview the collections for the season**, with a range of proposals that is already complete, and will give the visitor a total overview of the trends played in the key of fashion.

«PRIMA – observes the **President of Pratotrade, Alessandro Benelli** – will be an excellent test bench to understand how the season will evolve, with respect to the orientations of the clientele. It is fundamental for us to monitor the market and see what the companies are doing. Certainly – he stresses – the presentation of collections of fabrics and yarns at the same time, and the early scheduling of the event to give the market time for adequate programming, are greatly appreciated by the domestic and international clientele invited. The success of the last edition of the event, with well over 2,000 visitors, indicates the companies' desire to keep taking chances and innovating, rather than resting on past laurels».

In this connection, what is the message reaching the district about the economic situation in the textile industry? The situation is not a bit easy, as the **Director of Pratotrade, Vincenzo Pagano** confirms:

«Our companies went through a very difficult year in 2009, after a situation in 2008 in which they lost ground on many international markets and turnover was down. In this context, it is particularly important to stress the effort and the investments that the companies are making to maintain a strong position on the market with new ideas and new proposals, as demonstrated by the qualified participation in the first PRIMA Moda Tessuto event. A few small signs we noticed toward the end of 2009 indicate the desire of the market to react, and this could be a good sign as regards the results of this edition, that opens the program of Italian textile trade fairs».

Finally, a look at the trends for fashion ideated by the expert trend hunter Li Edelkoort for Spring-Summer 2011: it will be a season of optimism and rediscovery of the taste and quality of apparel and accessories Made in Italy. The infallible taste of Italian designers, and the romanticism of the Italian regions will be impressed in the style of the coming fashions. The exuberant, fun-loving beaches of Rimini, the elegantly old-fashioned charm of Capri, the racy chic look of Naples, the mysterious black heart of Stromboli, the lush Italian gardens, the rustic shores of the Po delta, the mystic depths of the classical remains at Pompei, the elegant lakeside boulevards: Italian charm will inspire and bring a new spirit to future style.

The project is developed in cooperation with the Tuscan Region, Toscana Promozione and the Chamber of Commerce of Prato.