

## **PRIMA pulls out all the stops Excellence is the strategy that will beat the crisis**

### **Alberto Bardazzi**

Plain and yarn-dyed knitted fabrics characterize the new collection for Spring - Summer 2011. The company focuses on wide-ranging research to create new structures and special finishes, with a good eye for women's fashions. Among the fibers used is a prevalence of viscose, cotton, linen and silk.

### **R.Allegri & F.Ili**

Three proposals for a fashion collection that meets the expectations of every consumer. The Allegri line for fancy knitted and woven fabrics, the Blu line for refined plain and fancy fabrics, the Max line for the remarkable prints that make it outstanding and unique. For summer 2011, fashions will feature viscose, cotton and linen, cupram and bamboo, with the addition of a touch of silk. The company's market surveys indicate "a return to small things" to compete on the markets, and overcome the rush toward mass production in the sign of globalization: creativity and a more strongly characterized product will enable it to carve out a nice niche for itself.

### **Alma**

A hymn to nature and its colors, linen, cool wool pure or in blends, lightweight crushed fabrics and crepe blends that combine nylon and linen, valorizing natural weaves and aspects. Accent on nomadism for a collection that features innovative fabrics, the result of a blend of natural and technological fibers. The study of new aspects, handles and performance, constant research on ways to innovate the product: this is the secret to success on the reference markets.

### **Binicocchi**

"Customization" of the fabrics to attract a clientele that is tired of standardized products from countries with cheap labor. The collection is distinguished by surprising misdyed effects, coordinates and prints, striped effects, embossing and plating in new coated colors. Linen is the favored fiber, in weights from 150 to 300 gram.

### **Bonotto - F2 - Valigia Nera**

The collection is designed to dress a modern, vivacious woman, with fashion proposals organized in three brands: Bonotto for pret-a-porter, F2 for diffusion, Valigia Nera (Black Valise) for boutique and design.

### **Cangioli 1859**

Fluidity and lightness are the main ingredients of the collection, that revisits the rustics in a feminine key, playing on surface movement, with the emphasis on comfort. There is a prevalence of cotton blends with ramiè, silk and cupram. It's a matter of staying afloat on the market, through a combination of research and careful pricing.

### **Ciatti e Baroncelli**

A flourish of water motifs, with a fluid, soft handle like never before. Many fabrics have a washed aspect that hints at vintage but is refined. Eccentric patterns and colors on Chanel types.

### **Duemilagori**

Triumph of natural fibers: linen, cotton, ramiè and silk for a collection that reveals extraordinary research into new finishes and washings. Good performance on European and Asian markets.

### **Emmetex – Emmeci – Masterloom**

Three collections, three ways of keeping in step with fashions. Emmetex inaugurates a new line for casual apparel and sportswear, Emmeci presents a line of yarn-dyed fabrics, while Masterloom focuses on informal, sophisticated apparel.

### **Estethia G.B. Conte 1757 – Div. Marzotto**

The name of Marzotto is a guarantee itself. When it comes to innovative plain and fancy fabrics (for jackets, suits and pants), stretch and bi-stretch worsteds, the best results are ensured. The markets remain strong.

### **Fortex – CottonLab - Knit**

Return of a summer version of the new jersey line “Knit”: the trendy, lightweight garments that were so successful in the Fall – Winter 2010/2011 collection. Fine sportswear in fancy fabrics for jackets and bombers carries the Fortex trademark. The Cottonlab label is for garments made to measure in cotton and cotton blends, exalting the casual look.

### **Furpile**

The fundamental element is innovation in fashion content, ranging from stretch fabrics to more fluid, draped types with a special eye on finishing and dyeing. The fashion collection is all produced locally, in contrast with the increase in the number of finished garments that come from abroad.

### **Giemme**

Welcome to the reign of noble fibers: from silk to linen blends, to valorize rustic and natural aspects. Comfortable finishing and great attention to nature: the quality of the fabrics is excellent, and great attention to the price.

### **Linea Tessile Italiana**

Water is the source of inspiration for this collection of fabrics that flirts with shades of gold and favors natural fibers, with particular emphasis on linen. With regard to the markets, the situation is still complex, but appears to be improving.

### **M.T.T.**

Fancy fabrics and lightness are the prevalent attributes in both knitted and woven fabrics. Crisp, silky handles in natural and synthetic fibers. Skillful blends of cotton and linen with cupram and tencel.

### **Manteco**

The qualifying element of the collection is the care for details and particular aspects, ranging among linen, silk, cotton and polyamide.

### **Marini & Cecconi - Gruppo Marini Industrie**

Focus on natural fabrics with a dynamic aspect of movement and drape. Irregular fluidity for innovative aspects, research applied to silk, linen, cotton and viscose. To stay abreast of the market, research is a primary factor, while the economic crisis shows signs of easing.

### **Microtex Cotton Club**

Thermochromatic, phosphorescent fabrics are the strong point of a collection that features brushstrokes of color for fluid, silky handles. Dull, glossy and vintage aspects become possible with special finishing of the garments, using natural and synthetic products.

## **Nino**

Freedom to mix colors and materials for ultra-modern fabrics by this German company that are a success on the Italian, Danish, French and German market.

## **O'Jersey**

Research in the development of fabrics with fluid handle and aspect and soft drape, produced with crêpe and shiny yarns. The style is vintage, but “refined”, on lightweight fabrics as well as on heavier weights. The markets are improving after a difficult period.

## **Ospiti del Mondo - Gruppo Marini Industrie**

The correct definition of style and “Metro Chic”: the curtain of PRIMA goes up on a collection with a strongly contemporary accent, combining excellent performance and esthetic taste. Rosy predictions on the American market that, toward the end of 2010, should act as the engine for Europe and Japan.

## **Picchi**

Fashions Made in Italy are more attractive than ever to the market. It has become a requisite to present the products with this label, according to this company, that focuses on finishing, studied to obtain crisp, fluid handles. Piece-dyed types plus fancy piece-dyed fabrics.

## **Pontetorto**

Womenswear in the forefront: studied fabrics in blends, structures and finishing for daily use. With the first warm days of spring, fashion will demand stretch cotton and blends with polyamide and linen, while the summer ushers in pure linen with viscose.

## **Takisada – Osaka**

Accents of Japanese style permeate collections with a high fashion content, the result of sophisticated, innovative finishing.

## **Top Wool**

The word of order is maximum portability in dressing. Modern technology, soft handles in cotton and nylon, embossed fabrics in silk and cotton. Innovation is the key to competing on the markets, for a look that is no longer traditional but not too casual either.

## **Lanificio di Vaiano**

Fluidity and research of the effects of light on water, with inserts of droplets and circles in the designs. All combined with pastel colors and bright shades.

### **Angelo Vasino**

The Vasino line for an elegant, refined look, the Fil line for a more casual style with a sportswear look. Silky aspects and jacquards, with digital prints, refined coatings and sophisticated finishes.

### **Warp & Weft - Anima Italiana - W & W - W & W Jersey**

Designed for a young, dynamic woman who dresses in lightweight or waterproof fabrics or raincoats for cocktail parties and social events: lots of Chanel jackets and stretch pants. All in linen blended with cupram and viscose, for luxurious fluid effects. A look at the markets: globalization imposes the whims of fashion, but at interesting prices. The niche of luxury is circumscribed to the medium-high segment. The latest news is the “Italian Soul” collection, designed in Italy but produced in countries with cheap labor, maintaining their exquisitely Italian creativity, from Prato.

### **Weft**

There's plenty to choose from in silk, cotton, linen and polyester: innovative proposals and sophisticated finishing technology.

### **Yagi Tsusho – Coll. Jactec**

Natural and synthetic fibers predominate in a triumph of silk, cotton and nylon. Japanese style permeates the range of fabrics that experiment with new materials, combining effects of light and silky handles.