

**With PRIMA Moda Tessuto we start  
thinking about the fall-winter season 2011/2012.  
Third edition of the fair that anticipates the  
textile trade fair calendar**

*The showcase of fabrics in partnership with Pitti Filati returns to the  
Fortezza da Basso with more brands and exhibitors*

*Florence, July 6 , 2010* – The interpretation of fashion that will fill our wardrobes for the fall-winter 2011/2012 season starts from the fabric collections selected by Pratotrade. The important testing stage for the manufacturers at a time when the first feeble glimmers of recovery are appearing on the horizon, PRIMA Moda Tessuto blows out the first candle since its debut last year and returns to the Fortezza da Basso in Florence (from July 6 to 8), for its third edition.

As evidence of the growth of a fair that the last time attracted over 2000 visitors, **the showcase of fabric manufacturers promoted by the Pratotrade consortium** can count this year on a wider range of exhibitors, though still maintaining its selective characteristic.

The doors of the penthouse floor in the central Pavilion, with a total area of 6000 square meters, will open for **57 brands this time, representing textile excellence, with local, domestic and foreign names** (the last time there were 49). The ranks of the companies from the Prato district and Northern Italy have grown, alongside two important Japanese companies and one German, on the wave of the **international target** that has always been a strong point for PRIMA since its debut.

The “new entries” for this edition say a lot for the ability of the companies to take a chance at a time when the market conditions are still far from good, but when we are beginning to see some small signs of renewed confidence and optimism. «For our companies – stresses the **president of Pratotrade, Alessandro Benelli** – there is still a strong desire to keep working and believing in our work, convinced that the textile sector still has an important future. The fair will be an **effective way to gauge the development of the season**, in respect of the orientation of the clientele. That is why it is important to monitor the work of our companies and their contacts with the market constantly».

The key to its success lies **in the idea of anticipating the calendar of textile fairs and collections**, to help the buyers program their strategies better on the market, with a complete range of proposals and a complete view of the trends expressed in every aspect of fashion.

«We have more exhibitors – comments the **director of Pratotrade, Vincenzo Pagano** – than the last edition, and this is proof of the interest that PRIMA Moda Tessuto arouses in the companies, for its prerogatives of timing the representativity. The event continues to focus **on a high degree of selectivity, based on characteristics of quality and product innovation**, and this factor has given PRIMA Moda Tessuto a position in the spotlight on the stage of international trade fairs».

An overview of the fashion trends is the special province of Li Edelkoort, who has been cooperating with Pratotrade for years on its events. **The source of inspiration for fall-winter 2011/2012 is the family**, in its many aspects: a container in which relationships and personalities mix and mingle. The colors and patterns of nature will be on parade among the stands at PRIMA, with the shadings, materials and atmospheres created in an intimate dialogue between man and nature with its animals and landscapes. Fabric as an effective instrument of communication, capable of expressing ecological-environmental messages that valorize the new bonds between people and nature.

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