

**The exhibitors at PRIMA introduce themselves
In this showcase, unique collections
featuring research and quality**

Alberto Bardazzi

The important thing is to mix it up. Carded or worsted woolens in blends with noble fibers like mohair, angora, alpaca and cashmere. For a suit, lightweight fabrics are ideal with their fluid, soft handle. For jackets and coats, the fabrics are more structured and enriched with noble natural fibers.

Alibi

Elegant but informal at the same time: that is how Alibi depicts women, presenting a sample collection capable of attracting a medium-high segment of the market. Women dressed with woolen fabrics in a range of fine counts, blends of mohair and silk slubs, without overlooking an alpaca and mohair bouclé. Technical jacquards on a range of bases, from coat weights to shirtings. The economic situation is looking at a recovery in the U.S., though European markets remain stationary.

R. Allegri & F.lli – Lines: Allegri - Blu – Max

The collection consists of fancy fabrics in yarn-dyed and printed versions. Among the yarns used: wool, viscose, silk and artificial fibers. Lately the company has made an effort in terms of investments for the production of printed fabrics with innovative aspects. All this while, on the world markets, its clientele is improving its positioning.

Alma

Three sources of inspiration for this collection: the return to a modern classical tradition; the pleasures of being together; geographic and cultural derivations, in a mixture of styles and costumes skillfully blended together. For winter 2011/2012 impossible to resist the trendy coats, produced with wool, woolblends, cotton and noble fibers. Classical wool is a strong player for a military taste with a touch of the dandy.

Binicocchi

Welcome to the woman who wears jersey and knitted fabrics in winter 2011/2012. Good news on the market front: recovery is expected in Europe in 2011.

Cangioli 1859

Fluidity is the theme that permeates the entire collection, with wavy surfaces featuring structural effects. The comfort of knitted fabrics and stretch fabrics with a vintage look. Accents on metal with a prevalent choice of wool in blends with viscose, silk and cotton, but also with stretch wool, angora and mohair.

Ciatti e Baroncelli

Softness is the overall attribute for the variety of fabrics produced by this mill, ranging from wool, wool-linen, wool-viscose, carded, worsted, bouclé, frisé, nubby and stretch articles.

Roberto Drighi

The philosophy of the collection focuses on valorizing the classics and the most refined materials processed with special finishing. The market performance shows a slow but steady recovery with respect to 2009.

Estethia G.B. Conte 1757 – Marzotto Division

Fabrics in plain and fancy versions create a womenswear collection that will furnish jackets, suits, pants and coats. Stretch fabrics are a force to keep in mind, with worsted, carded and fancy yarns. Tweed and shetland tastes are back and so is a woolen cloth effect. Knitted fabrics enter the collection with yarn-dyed boiled wool.

Fortex – Cottonlab – Knit

The Fortex line emphasizes fabrics in wool and woolblend for sportswear. The Cottonlab brand features fabrics in cotton for unisex sportswear, casual jackets and coats. The Knit line includes jersey fabrics in wool and woolblends for jackets, casual apparel and coats (men and women).

Frizza – Marchi Texit – Dryfilm

Comfort and well-being are the guarantee offered by fabrics in respect of the everyday environment. Lightweight, high-performance materials, with wavy, irregular aspects. New positioning on the markets, with the elimination of some of the Asian production in favor of Eastern Europe and also North Africa.

Furpile

The palette tends toward natural colors, the hand of the designer seeks soft fabric with a good drape. Wide range of choice between an organic line and a technical one. Alongside the classical materials, like wool, mohair and viscose, the company plays the card of “recycled” polyester, offering it among the new items. The prevalent market strategy is to offer strong customization of the service.

Gibiwear

Fabrics made with careful selection of the fibers, like Australian wool and cashmere, and yarns with 100% lambswool and 100% extrafine merino, as well as combinations of woolblend with cotton, cashmere, silk and linen. The company engages in continuous research to develop high quality fabrics with innovative yarns. In recent years it has been finishing its fabrics in new and different ways. Its view of the market indicates satisfactory results in the U.S., while the increase in turnover in Europe is slower but steady.

Giemme

There is also a touch of vintage in the range of misdyed fabrics, with multicolored effects. Fabrics woven with precious blends glide lightly on the skin, without being excessively transparent.

Imagotessile

The company has cotton in its Dna, but for the winter collections it also uses silk, woolblends and viscose. Cotton-based stretch and non-stretch fabrics and jacquards, openwork, embroidered types combined research and innovation for shirtings. Among its responses to the challenges of the market are a sample collection that is more and more characterized by research and innovation; the choice to qualify the quality of its cotton fabrics and embroidered cottons with OEKO-TEX standard 100 – class I certification; quality control and the willingness to dye lots as small as even 15 meters to sample to clients.

Linea Tessile Italiana

A surge of vitality comes from the seven new nuances of this collection designed for the season. Wool and mohair acquire renewed importance with surprisingly wooly, hairy aspects that make the fabrics soft and enveloping. Floral and geometrical patterns liven the surfaces. Good news about market performance: Europe and the U.S. are starting to grow. The Japanese market shows no signs of recovery, but other parts of Asia are showing improved demand, particularly China.

M.T.T. – Manifattura Tessile Toscana

Boiled wool is all the rage, in a classical version this time, that highlights jacquard weaves, Milano stitch. Classical in beautiful also in the revisitation of the cloth effect, with a wink at “recycled” and environmentally friendly qualities.

Manteco

A skillful dosage of taste, new elegance and new fibers seems to bring new life to this company's fabrics, presented in a collection that will arouse new emotions.

Marini & Cecconi - Marini Industrie Group

Making way for a sophisticated modernism with an eye on unusual finishing. The inclusion of stretch fabrics enhances the performance of wool, viscose, silk and cupram. Special treatment makes these fabrics washable, and they are dyed as finished garments for a pleasing, clean handle. The market is difficult, which induces the medium-high range of buyers to review the prices, but the emphasis remains on research, service and quality.

Masterloom – Gruppo Emmetex

Men and women love the fabrics offered by this company. Masterloom focuses on youthful, modern fabrics, lightweight constructions similar to knits, but also coats made from fine noble fibers for the first frost. Emmetex Group also concentrates on youthful qualities, with a special weakness for linen and wool with washed handles.

Menchi Tessuti

In the kingdom of evergreen classes there is always room for a modern, dynamic woman who loves to dress in wool, alpaca and mohair. The company is increasing its volumes and sales, but concentrating more than ever on just a few clients.

Nino

The German company presents cotton for the winter wardrobe, occasionally in blends with wool and viscose, and featuring stretch and technical aspects.

O'Jersey

This company concentrates its research on materials that exalt tactile and visual sensitivity. The spotlight is on soft fabrics with a “hairy” aspect and fluid drape, including some Chanel and tweed motifs to animate the surface. The company is moving toward a faded dye process on patterned vintage backgrounds. The trend for the Italian market is positive, though the European market continues to lag behind.

Ospiti del Mondo - Gruppo Marini Industrie

There is always room in the wardrobe for a casual look expressed in a men’s fashion key with an eye on the pants and jacket. Garment dyeing is the secret of a truly casual look.

The collection is inspired by two main themes: authentic, with emphasis on the weave of the fabrics, and contemporary, which focuses on plain yarn-dyed fabrics with a versatile fit thanks to the use of stretch yarns.

Pontetorto – Line: Avantgarde

When they reach the wardrobe, Pontetorto’s fabrics for winter 2011/2012 will take the form of refined coats, pants, jackets and suits. PRIMA will be the showcase for the premier of a new product of research in yarn-dyed and piece-dyed versions, featuring a special finishing technique that gives it a smooth, melted aspect.

Rafanelli

Refined fibers for men and women go into a collection of “new classics” with its strong point in new finishing techniques. It is a triumph of wool, cashmere, angora, mohair and alpaca, as well as blends of wool and cotton that create unique suits and pants, jackets and coats. High performance is essential in fabrics for a casual look. The outlook on the markets is satisfactory for Europe, stable on a range of medium-high consumers. Other markets, like the U.S., are showing signs of recovery.

Seelab by Baroncelli

This company applies an interesting strategy, opting for programmed timing very close to that of the prompt market, with a development of the summer and winter sample collections that improves on conventional timing.

Takisada – Osaka

Sophisticated, trendy fabrics in the attractive styles of the Land of the Rising Sun. The collection features materials like cotton, polyester, wool and rayon.

Lanificio di Vaiano

A lady and her coat: a classic pair for the winter season. These are garments that can become highly original thanks to the fancy fabrics produced by this company.

Angelo Vasino

The collection dresses a total look with attention on research and innovation in wool and viscose. Structured fabrics enhanced with a sophisticated, elegant patina.

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

Young career women, refined and elegant. There is something for everyone. The “Anima Italiana” line is designed for the typical feminine stereotype, while the “W & W” line is designed for a more “mature” target. Among the new elements, tweed effects with yarns made almost by hand for stretch pants, jacket and slim winter coats.

Weft

Wool, silk, polyester and cotton dress a woman capable of ranging among different styles, from a casual look to elegant jacquards. The company engages in research to develop special modern finishing techniques.

The market is not good at the moment, but there are strong hopes of recovery.

Yagi Tsusho

Evoking the themes of nature, the fabrics produced by this Japanese company, among the international guests of the fair, provide a good idea of the quality of fabrics “made in Japan”, combining tradition and technology.