



**Fifth edition of the trade fair promoted by Pratotrade:
From July 5 to 7 jointly with Pitti Filati**

Prato, July 5, 2011 - Precious fabric inserts that “plant the seeds” of fashion and grow in a garden of trends, anticipating the moods and colors we will wear in the winter of 2012-2013. Metaphors aside, the image chosen for the trend area is what will greet visitors to PRIMA Moda Tessuto, the textile trade fair organized and promoted by Pratotrade - the Consortium of Prato’s textile manufacturers - in collaboration and synergism with Pitti Immagine Filati.

The fair will be held in the spectacular setting of Florence’s Fortezza da Basso from July 5 to 7 to preview the collections of fabrics for fall/winter 2012-13. The underlying inspiration is the theme of “hybrids”, suggested to the member companies and participants in PRIMA for the fall/winter 2012-13 collections by the trend forecaster Li Edelkoort.

Some new features of the fifth edition: the image of the advertising campaign developed by the Trend Union team is the return of the trend area, which the buyers have always appreciated, made possible thanks to the collaboration of Pratotrade with its variegated staff of professionals, creatives and experts.

«PRIMA - says the president of Pratotrade, Alessandro Benelli - is the fair for clients actively engaged in fashion, in search of ideas, and they find the timing in July particularly attractive because it gives them a head start with respect to the traditional textile trade fair season starting in September».

The forty exhibitors at PRIMA are ready to open their stands in the Cavedio area of the lower floor in the Central Pavilion and welcome the visitors - who liked this location very much during the last edition in January, because it places them close to the yarn producers. As always, there will be a good number of companies based in Prato, flying the banner of the excellence of our district, with incursions into the international scenario thanks to the repeated participation of Japanese and German exhibitors.

It will be clear among the stands at PRIMA that the fall/winter 2012-13 season will see a revival of wool and carded woolen fabrics, which is propitious for Prato’s specialists. In the background, the economic situation is still thorny and the recovery is still weak. *«The performance of the textile industry in 2011 - observes Benelli - is experiencing ups and downs. The producers who concentrate more on the winter collections have done better so far, but the optimism of the early months is wearing thin. As regards the markets, we are seeing increased interest in China for our products, and the Italian market is also improving».*



I would say, however, that Prato's textile producers, on the eve of the debut of their new collections, show a spirit of cautious optimism.

*«It is essential at this time to protect our position on the markets: a strong point that works in our favor is the interest that our products always arouse. The efforts of investment made by the companies that participate in PRIMA - concludes **Benelli** - go in this direction, convinced that there can still be a future for the textile sector».*

The initiative is supported with the contribution of the Tuscan Region and the Chamber of Commerce of Prato.