



***“PRIMA” SCORES ITS FIRST SUCCESS: THE EVENT
ORGANIZED BY PRATOTRADE WELCOMES
OVER 2000 VISITORS***

Prato, July 10, 2009 – The first edition of “Prima-Moda Tessuto” fulfills the most ambitious goals of its organizers. Now that the event, promoted by the Pratotrade consortium, with about fifty brands of fabrics produced by local manufacturers and others from outside Prato, is all over, the final tally reveals that over 2,000 visitors came during the three days (from July 7 to 9), from all over Italy and many other countries including Germany, Great Britain and France, as well as a number of American and Japanese buyers, indicating the interest aroused by “Prima” even on other continents.

The exhibitors are satisfied with this opportunity to preview their fall/winter 2010-2011, collections and get in touch with a vast international clientele thanks also to the “double-header” consisting of two important textile trade fairs at the same time, Pitti Filati in addition to “Prima”.

The trend area attracted the interest and admiration of hundreds of visitors, with the highly dramatic sets arranged by Li Edelkoort.

The management of Pratotrade was also fully satisfied with the success of the event, not only in terms of the attendance of so many buyers and visitors, but above all for the high quality and selection they represented, rewarding the strategy of pairing the fabric presentation with that of the yarns, through the synergism and valuable cooperation of Pitti Immagine.