

Works in progress for the second edition of "Prima Moda Tessuto"

*About fifty exhibitors will participate in the next showcase of fabrics
jointly with yarns: among them, two Japanese firms*

Prato, December 18, 2009 – **It will be the first of all the fairs scheduled at the beginning of 2010 for fabric collections, at the national and international level. The first test to ascertain the mood of a market harshly tested by the world financial crisis. And the companies in Prato, in northern Italy and abroad, will not arrived unprepared at the next appointment with "Prima Moda Tessuto", scheduled from January 27th to 29th at the Fortezza da Basso with Pitti Filati:** about fifty exhibitors have confirmed their participation in the fair so far, and will present collections of fabrics for spring-summer 2011, which they are busily preparing a little more than a month before the inauguration.

Though we shiver just thinking about what we will wear then (considering how cold these last days have been), the imperative that inspires the event, promoted by the Pratotrade Consortium, is just that of presenting the trends, enhancing them with the stage settings prepared by the expert Li Edelkoort who, as for the previous edition, will organize the research and fashion area, valorizing even more the combination with the yarns on view at Pitti Filati.

The curtain will go up on 50 brands representative of companies with a strong orientation to innovation, creativity and high fashion content, from the main Italian and foreign textile districts. In particular, the presence of two Japanese companies, alongside the great names of the Prato district and northern Italy, confirms the international breadth that has characterized "Prima" since its debut, anticipating the dates so as to provide better service to the companies that have to program the market carefully.

«The fair in January – observes the **president of Pratotrade, Alessandro Benelli** – will be a real test to understand how the season is likely to develop, with respect to the orientations of the clientele.

It is necessary to monitor the work of the companies and their contacts with the market very closely. On the other hand, the success of the past edition of Prima, with well over 2000 visitors, denotes a desire of the companies to look outward once again, rather than closing in on themselves».

But what sort of signals, in this connection, are coming from the economic situation to the textile world? The situation is far from good, as the **director of Pratotrade, Vincenzo Pagano** confirms: «We are finishing up a year, 2009, that is still very difficult for the companies, after 2008 when losses of turnover and positions in the various international markets were reported. In this context, it is very important to stress the efforts and investments the companies are making to maintain a proactive position on the market, as demonstrated by the qualified participation in the upcoming edition of Prima Moda Tessuto».

- [Link to List of exhibitors](#)