

**“Prima – Moda Tessuto”, winds up
Satisfaction for good attendance at the Fortezza
da Basso with about 2000 visitors**

Prato, January 29, 2010 - Plenty of Italian visitors, some also from other parts of Europe, led by Germany, France and the UK, as well as several important buyers from Japan, the U.S., Russia and the Scandinavian countries. On the whole, the organizers and exhibitors are satisfied with attendance during the three days of “Prima-Moda Tessuto” that indicate **increasing interest and promising numbers**. The second edition, from January 27 to 29 of Pratotrade’s new fair event featured collections for spring-summer 2011, a season that is notoriously less propitious for the woolen mills of the Prato district had **2000 visitors, in line with the predictions prior to the event**. The final result, however, in the opinion of the organizers, is a highly satisfactory confirmation of the validity of the formula, tested in the first edition in July, which has demonstrated its ability to respond effectively to the needs of a market that, in the fashion sector, is moving faster and faster. The idea of anticipating the dates of the event with respect to the national trade fair calendar has also shown its validity and is considered a wise choice by most of the exhibitors.

The **Trend Area** attracted the curiosity of hundreds of visitors and was greatly admired by all (even students from the various fashion schools that visited the exhibition, found it extremely interesting), thanks to the **extraordinary settings created for the occasion by Li Edelkoort**.

The management of Pratotrade, is satisfied with the success of the event, not only in terms of attendance by buyers and visitors, but above all for the **high quality and level of selection** of the latter, which rewards the strategy of combining the presentation with that of the yarns (through the precious cooperation with Pitti Immagine) and is a sign of the will to react by the market and the operators.