

PRESS RELEASE

**Third edition of PRIMA Moda Tessuto  
The event promoted by Pratotrade  
and held jointly with Pitti Filati**

**Increase in the number of big names in the textile sector that will exhibit at the  
Fortezza da Basso from July 6 to 8,  
previewing the fall-winter 2011/2012 collections**

**Prato, May 11, 2010 – PRIMA Moda Tessuto is definitely taking root and consolidating its position on the textile trade fair scene, and will raise the curtain on its third edition with the collections for fall-winter 2011/2012 from July 6 to 8 at the Fortezza da Basso in Florence.**

A return welcomed with real enthusiasm by Florence for the event promoted by the Pratotrade consortium, with the renewed cooperation of Pitti Immagine, PRIMA Moda again presents its well-tested format that, at the last edition, attracted over 2000 visitors. **This time the participation of the textile manufacturers will be even greater, on the Penthouse floor of the Fortezza da Basso, with 56 company trademarks from the Prato district, as well as from northern Italy and even outside the European continent.**

*«The event – the president of Pratotrade, Alessandro Benelli, assures us – continues to maintain the line of selectivity, based on characteristics of quality and product innovation. On the plane of timing, the choice of the dates in July is particularly appropriate because it is well ahead of the calendar of events for this sector, with a wide margin with respect to the September programming».*

The presence of brands from Germany and Japan among the stands at the fair says a lot about the international vocation that PRIMA continues to maintain, with a strong eye for innovative, fashion-minded productions. *«We have the maximum convergence of targets with Pitti – adds Vincenzo Pagano, director of Pratotrade – in proposing a closer integration of the production chain and in wanting to provide a complete service to the clientele, with a coordinated, synergetic fashion offering».*

The presence at PRIMA of a wider range of exhibitors is a sign of confidence and optimism at a time when the first rays of light after the crisis can be seen on the horizon. *«For our companies – stress Benelli and Pagano – there is still a powerful entrepreneurial spirit, with the conviction that the textile sector still has a future».*

New ideas and settings to provide an overview of the new collections proposed by the exhibitors.

- Enclosed: List of Exhibitors

List of Exhibitors (updated May 7, 2010)  
3<sup>rd</sup> edition PRIMA Moda Tessuto  
Florence - July 6/8, 2010

- ALBERTO BARDAZZI
- ALIBI
- ALLEGRI R. & F.LLI
- ALMA
- ANIMA ITALIANA - Warp & Weft
- B by Milior
- BEL & CO
- BELLANDI
- MARIO BELLUCCI
- BELLUCCI JERSEY
- BINICOCCHI
- BONOTTO
- CANGIOLI 1859
- CAPPIO TESSUTI
- CIATTI E BARONCELLI
- COTTON LAB - Fortex
- ROBERTO DRIGHI
- EMMECI- Gruppo Emmetex
- EMMETEX
- ESTETHIA GB CONTE 1757
- F2- Bonotto
- FANS TEXTILE FACTORY
- FORTEX
- FRIZZA
- FURPILE
- GIEMME
- IMAGOTESSILE
- KNIT- Fortex
- LDS
- LINEA TESSILE ITALIANA
- LINEAESSE
- M.T.T.
- MANTECO
- MARINI & CECCONI - Gruppo Marini Industrie
- MASTERLOOM- Gruppo Emmetex
- MENCHI TESSUTI
- MICROTEX COTTON CLUB
- MILIOR
- MILLTREND- Gruppo Milior
- NINO
- O' JERSEY
- OSPITI DEL MONDO - Gruppo Marini Industrie
- PONTETORTO
- RAFANELLI
- SEELAB By Baroncelli
- TAKISADA OSAKA
- TESSUTI DI SONDRIO- Div. Marzotto
- TEXAPEL
- ULTRA
- VALIGIA NERA - Bonotto
- LANIFICIO DI VAIANO
- ANGELO VASINO
- W & W - W & W JERSEY
- WARP & WEFT
- WEFT
- YAGI TSUSHO