



79<sup>th</sup> edition of Pitti Filati for 2017/2018 Fall-Winter Season

**“KNIT DESIGN AWARD” TAKES THE STAGE REVEALING THE BEST LORO  
PIANA YARNS THE ART OF FORGING TIES WITH TRADITION  
AND LOOKING FORWARD**

**In exhibit 15 textiles by winners Nicolas Blas and Quentin Maurin from the École Supérieure des Arts  
Appliqués Duperré in Paris**

*Florence (Italy), 29 June 2016* – This year during the Pitti Filati Knitwear Fair, Loro Piana’s tireless quest for the best natural yarns in the world – worsted, woollen and fancy– interweaves with the *Knit Design Award* project. This was a contest for students, running from March to May, in collaboration with Central Saint Martins College of Art and Design in London, the École Supérieure des Arts Appliqués Duperré in Paris and the Istituto Marangoni School of Fashion and Design in Milan. It is aimed at recognising talented young designers, invited to present their own creative interpretation of the iconic yarns at the helm of Loro Piana’s excellence.

Competing in the contest were 5 of the most promising students from these three prestigious international design institutions. They were challenged to decompose lines and volumes and recombine them into different shapes, using 3-D effects to reflect the image of a multi-faceted, constantly evolving modern metropolis whilst drawing inspiration from the assigned design theme “Urban Remix”.

The winners were French students Nicolas Blas and Quentin Maurin of the Duperré School. They were judged on the originality of their entries and the technical, professional and organisational viability of the material presented. Adhering to the Co-Exit concept, Blas and Maurin displayed their expert knowledge and personalised environments by developing a piece where architectural principles and digital culture blend and blossom like arborescent tapestry. The dynamic duo was privileged by working alongside the R&D team and the Quarona (Vercelli, Italy) knitwear workshop to streamline and produce their own projects. The resulting 15 woven textiles were reserved a place of honour in the Loro Piana’s exhibition space at Pitti Filati. The prize-giving ceremony will take place tonight during a gala dinner in the presence of a parterre of experts and worldwide leaders in the industry.

Attentive to human resources, with the intent on nurturing young talented individuals to strengthen their professionalism and managerial skills, Loro Piana continues its mission of focusing on student apprenticeships in order to support and encourage their entry into the labour market. Over the years, Loro Piana has established a solid network and is actively involved with many universities, trade – and business schools. Such partnerships are considered crucial to ensure that craftsmanship and technical expertise are passed on from generation to generation. A recent example being the Loro Piana Challenge launched in collaboration with Bocconi University. Over 120 participants from different faculties - 65 Master of Science, 45 MAFED (Master in Fashion, Experience & Design Management) and 10 MBA – to totalize 26 projects competing to attain a 4-month internship based in Loro Piana, reserved to the top 5 winners as a first step into a working environment.

Loro Piana has set in motion a virtuous cycle and, due to its emphasis on encouraging young students by launching their professional careers, it has been ranked among the most desirable employers, as demonstrated by the most recent Randstad\* Italy Award 2016 survey. Loro Piana ranks **seventh among the most appealing brands and first in Fashion & Luxury sector** in Italy. Furthermore, according to geographical area, Loro Piana came in **third in Northwest Italy**. A meaningful number for Loro Piana, serving as proof for its historic consolidation of creative thought in the region and its established partnerships with institutions of higher education, technical schools as well as with local associations and establishments.

\*A Dutch multinational consulting firm involved in finding, selecting and training personnel

*Loro Piana operates in the high-end luxury goods sector and has made uncompromising quality its mission, offering the most discerning clients clothing, accessories and gifts which have been made in Italy from the finest raw materials in the world, through an international network of direct sales points, the loropiana.com website and a selection of exclusive multi-brand retailers. Six generations of experience in the high-end textile industry, where they continue to be market leaders, together with their vertical integration are the best guarantees of access to research, the most select raw materials and control over processes that combine the most modern technology with Italian craft and sartorial tradition.*



#### **THE YARNS USED IN “KNIT DESIGN AWARD”**

CASHMERE 2/27: the pure cashmere yarn par-excellence; created for warm and enveloping garments, is available in a wide array of colours in nearly 200 shades, from plain to mélange.

DENVER: created from pure cashmere but characterised by a higher yarn count. The exceptional fineness transfers into lighter yet extraordinarily soft garments.

CASHMERE COARSEHAIR®: combines the softness of pure cashmere with the sporty look of Shetland wool and is available in warm and autumn shades.

#### **WORSTED YARNS**

SUPERCASHMERE 2/52 and 2/80: made from lots selected for their extraordinary fineness and fibre length, perfectly even yarn count and high resilience.

WISH®: created from pure Super 160's merino wool, that is to say, lots where the average fibre diameter never exceeds 15.5 microns. The fibre's exceptional fineness results in an extraordinarily fluid yarn that is comfortable even in direct contact with the skin. Perfect for year-round knitwear with a smooth nap appearance.

#### **FANCY YARNS**

HIKARI: a surprising combination of cashmere and copper, where occasional flashes of warm light burst through the soft cashmere yarn. It is designed for women's knitwear and for creating shawls and accessories.

STRETCH SILK: the silk is combined with steel filament, a metallic component that creates and maintains a crushed effect, and gives the yarn a distinctive sheen.

#### **Official Hashtag: #LPKnitDesignAward**

#### ***For further information, please contact:***

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