



## 83rd Pitti Filati: new styles and textures for FW 2019/2020

### KNIT DESIGN AWARD IS BACK: A WINDOW ON PAST AND FUTURE, SUPPORTING YOUNG GENERATIONS

*Florence, 27-29 June* - Loro Piana presents the third edition of *Knit Design Award*, an initiative that opens up the brand to young global creatives, celebrating the past while looking to the future.

Strengthening its commitment to support creative education, the company opens its doors to students of creative disciplines who every year are invited to experience Loro Piana's manufacturing excellence through a collaboration with the R&D team, to give its products a new creative interpretation.

The 2018 edition featured students from Paris' École Duperré, Milan's Politecnico and Philadelphia's Jefferson University, who were asked to explore the theme of "Tradition and Revolution". It is an invitation to elaborate on past and present, to analyze the connections between contemporary minimalism and ancient splendor, the contrasts between micro and macro textures: creative connections which were transformed into projects offering a new point of view on the company's production. The winning project, presented by students of the Parisian school, will be shown at Loro Piana's space during the 83rd edition of Pitti Filati, alongside the new collections for Fall/Winter 2019/2020:

- **Foggy** – a two-tone blend which combines cashmere, wool and synthetic fibers. The mix of fibers creates a gauze-like texture that gives colours a frosted texture.
- **Acquarelle** – wool and technical fibers offer a discreet composition, with a soft, three dimensional texture.
- **Stardust** – a play of contrasts between light and opacity; golden threads create unexpected bright spots over the woolen fibers.
- **Rodeo** – pure cashmere featuring sophisticated mélange hues. With this product, Loro Piana opens up to a more casual, contemporary style.

**For more information contact:**

E-mail: [ufficio.stampa@loropiana.com](mailto:ufficio.stampa@loropiana.com)

Phone: +39 - 02 778021

*Loro Piana operates in the high-end luxury goods sector and has made uncompromising quality its mission. Offering the most discerning clients clothing and accessories 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 textile industry have converted Loro Piana into masters in the creation of high-end fabrics and fibres, placing them in the position of market leaders. Their vertical integration is the best guarantee 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.*