

# Survey of the European yarn fairs for spring/summer 2015

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## Abstracts

The latest update in this series of reports summarises the trends which were on show at the European yarn fairs for the spring/summer 2015 season. The author of the report visited Filo, Pitti Immagine Filati and Expofil where she interviewed exhibitors and found out first-hand which trends were proving to be the most popular. The fairs were exceptionally well attended, reflecting a positive mood among European textile manufacturers which stemmed from a resurgence and new found direction in the Italian textile industry. Italian companies are focusing on craftsmanship and the traditional values of workmanship and style embodied in the "Made in Italy" marketing concept. Fabric manufacturers are striving to produce fabrics which are innovative and have added value. Fineness continues to be a primary goal for spinners. Spinners are using the finest cotton and, increasingly, wool. Also, they are using compact spinning systems which employ vacuum technology to facilitate the production of yarns which are finer, cleaner and less hairy than has previously been possible.

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