

FASHION

element of strategic importance in the textile industry

Ing. Romano Dubbini

F.T.R. Forniture Tessili Riunite SpA



Forniture Tessili Riunite s.p.a.

XXII INTERNATIONAL CONGRESS IFATCC
ITALIA, LAGO MAGGIORE STRESA
MAY 5-7, 2010



FASHION

Element of strategic importance in the textile industry



**RENAISSANCE
EFFECT**



TECHNOLOGY



COLOR



**“FINISHING”
“HAND
OF THE FABRICS”**

1951 First fashion show at palazzo Pitti (Firenze)

1968 Beginning of social protest – Style industrialization

1970 Laura Biagiotti and Roberto Cavalli fashion show

1975 Armani and Sergio Galeotti fashion show

1977 Fendi fashion show –Accessories promotion

1978 Versace And Ferrè fashion show

1979

Missoni and Krizia fashion show

1982

EXPO incorporated “Milano vende Moda”

Anni '80

Alberto Ferretti-Luciano Soprani-Enrico Coveri fashion show

1981

First jeans signed Armani sold into stores

1985

Moschino – D&G fashion show

1989

**Gianfranco Ferrè is called the artistic direction of Maison Dior,
Maximum symbol of French culture**



Forniture Tessili Riunite s.p.a.

XXII INTERNATIONAL CONGRESS IFATCC
ITALIA, LAGO MAGGIORE STRESA
MAY 5-7, 2010



1968

Style industrialization

1980

Firenze is abandoned born “Milano Collezioni”

1990

Milano overpass Parigi

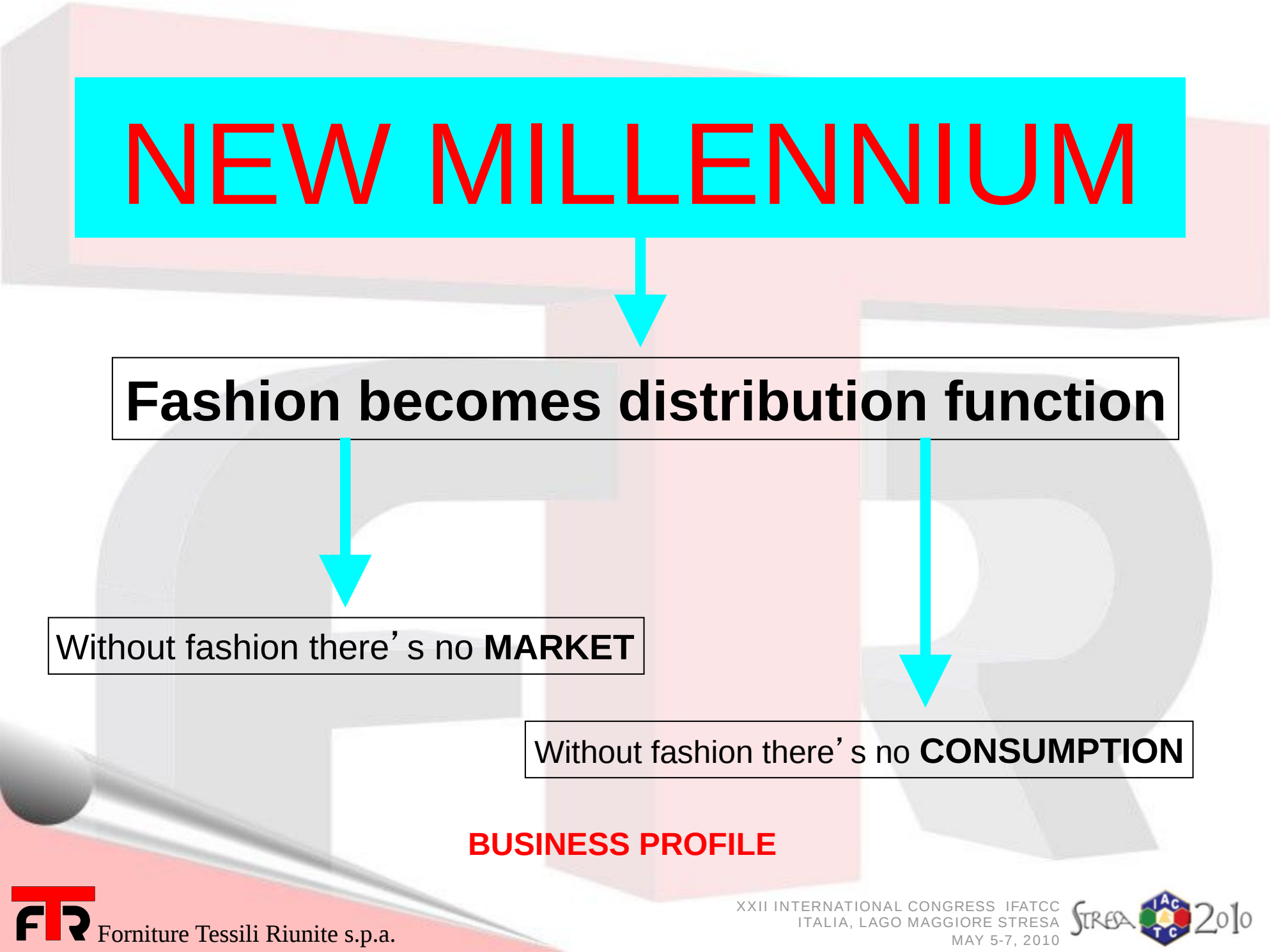


Forniture Tessili Riunite s.p.a.

XXII INTERNATIONAL CONGRESS IFATCC
ITALIA, LAGO MAGGIORE STRESA
MAY 5-7, 2010



NEW MILLENNIUM



Fashion becomes distribution function

Without fashion there's no **MARKET**

Without fashion there's no **CONSUMPTION**

BUSINESS PROFILE

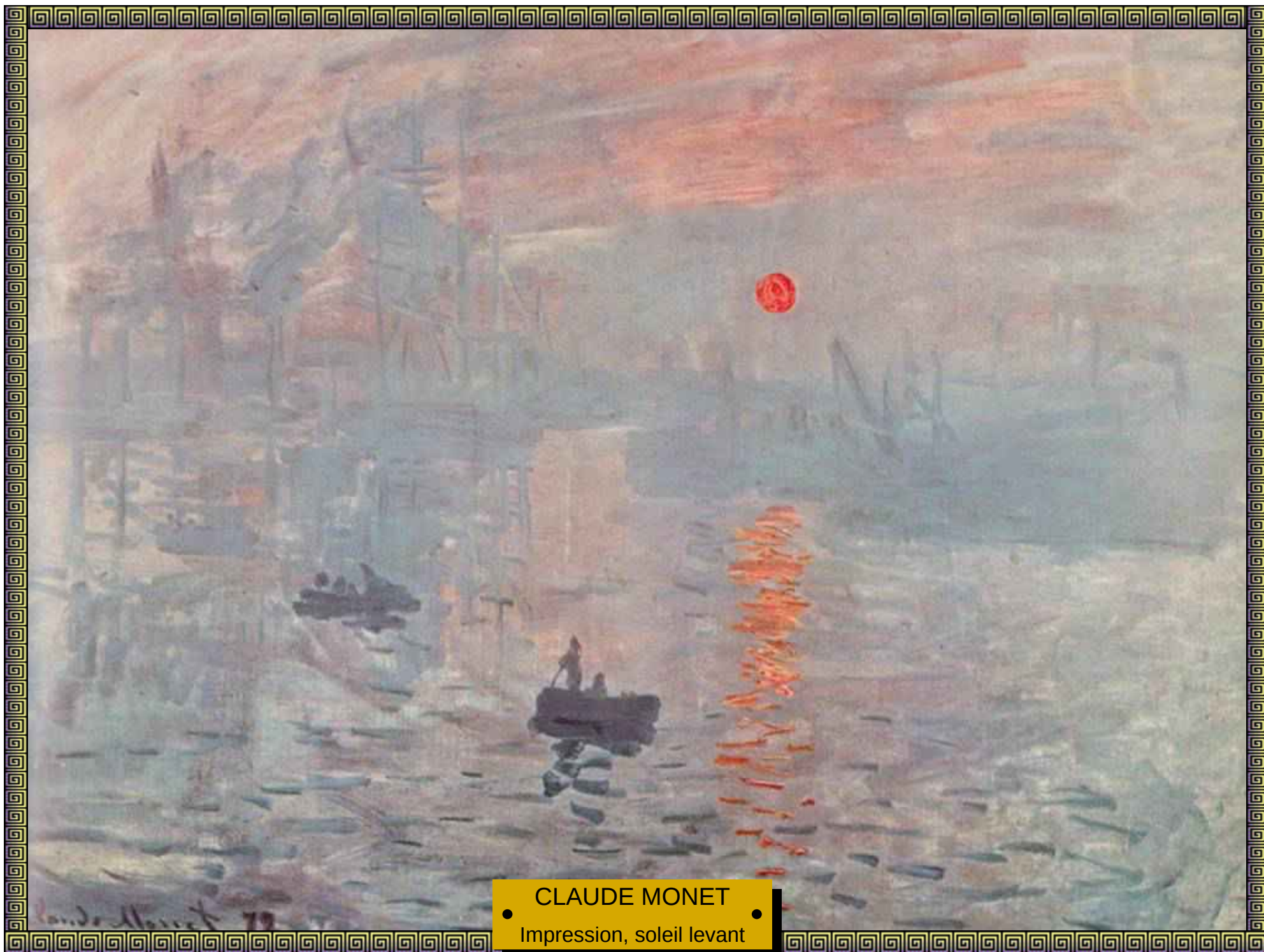
NEW MILLENNIUM

Fashion becomes *ART*

COLOR

**TEXTILE FINISHING
“HAND”**

ARTISTIC PROFILE



• CLAUDE MONET •

Impression, soleil levant

**La “moda” nel tessile, diventa “moda”
quando il “finissaggio tessile” riesce a
conferire al tessuto una sua “mano”.**

**La “moda” nel tessile, diventa “moda”
quando la fantasia dello stilista riesce
a creare un soggetto o un’immagine in
un contrasto di colori.**

**Stile, mano, colore sono gli elementi
Fondamentali alla base della “moda”.**



La mano di un tessuto

**E' una sensazione soggettiva
che si trasmette con la
“sensibilità della nostra pelle”**



Forniture Tessili Riunite s.p.a.

XXII INTERNATIONAL CONGRESS IFATCC
ITALIA, LAGO MAGGIORE STRESA
MAY 5-7, 2010



Create
From a Color
From an Image
Themes
Community
Pulse BETA
Links

Select a Rule
Analogous
Monochromatic
Triad
Complementary
Compound
Shades
Custom



Title:

Copy of raf

Save

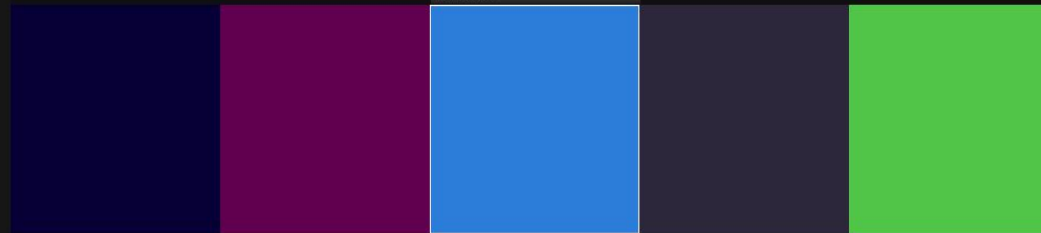
Public

Private

Tags:

Please sign in to save your theme.

Base Color



<

<http://kuler.adobe.com>