



## SITIP AT MILANO UNICA: WHEN PERFORMANCE IS TRENDY

*Sitip is a benchmark brand in the production of high-tech synthetic fabrics and presents its new products at the Milano Unica textile trade show: stylish yet high-performance solutions, the result of many years of experience in the sports apparel sector and the continuous research into fabrics for the fashion industry. Sitip's involvement at Milano Unica also extends to the MU Trends & Sustainability area, offering a foretaste of the upcoming technological developments for the fabrics of tomorrow.*

#sitip #milanounica #fabrics

Milano Unica is the textile industry's foremost trade fair which, every six months, brings together the sector's major international players under one roof. For this edition, the Italian company Sitip, which specialises in the production of industrial and clothing fabrics, has doubled down on its efforts.

The 36th edition of the event at the Rho Fiera Milano exhibition centre, sees two different strands to Sitip's participation: the first, an exhibition boot showcasing the company's latest innovative solutions and, the second, the company's involvement in Milano Unica's Trends & Sustainability area initiative.

### **The stuff of champions**

The company, located in Bergamo, an area with a strong textile manufacturing tradition that spans centuries, has developed a rich collection of fabrics during of history, particularly synthetic and stretch warp knitted fabrics. Moreover, Sitip is placing ever greater emphasis on ensuring its fabrics are produced via a sustainable supply chain, with the aim of guaranteeing that the consumption of natural resources and non-renewable energy is kept to an absolute minimum. Fabrics that are mainly used for high-end sportswear, especially endurance sports such as cycling, as well as in the urban and "athleisure" sectors where fitness meets leisure, where technology meets comfort.

### **Positive contamination**

Sitip's production is characterized by a meticulous attention to performance: each collection has its own unique set of special features (thermoregulation, breathability, UV protection, anti-bacterial, custom fitting) to meet the needs of the product's intended use. Features that enable Sitip to position itself as a trustworthy and reliable partner capable of offering technological solutions to fashion brands looking for new ideas to advance the fusion between traditional clothing and performance sportswear.

### **Sitip at Milano Unica**

At Milano Unica, Sitip displays all the latest textiles and colour cards. This include many of the collections that are the hallmark of the company's excellence, such as the range of **COSMOPOLITAN Fashion-Tech** fabrics and their wide array of applications, from urbanwear to "athleisure" delivering high-end fashion items that don't compromise on technical quality. For him, stretch Nylon jackets, tights and leggings; for her, leggings, tops and shirts. The collection also includes **NATIVE Sustainable Textiles** - fabrics made from recycled yarns and chemicals with a low environmental impact. Also on display at the stand will be **BLIZZARD Thermal**

**Comfort**, Sitip's flagship fabric line: a warp knitted thermo-regulating fabric that is bi-stretch and internally brushed with ultra-soft microfibre.

These collections underline the company's desire to transfer the same quality - now fully established in the sportswear sector - to the fashion industry too, with new unique offerings that draw on their more than 60 years of experience. A commitment that's further highlighted by the new colour cards: nuances that range from earthy colours (catering to the explosion in gravel cycling, tones from ochre through to sienna), to more intimate tones, with shades of blue or indigo, ensuring the widest possible selection to enable maximum personalisation, just as current trends now demand.

Fabrics for the future

The textile company has been selected in the MU Trends & Sustainability area, a real open window on innovation within the sector. Fabrics that are the result of advanced production technologies for which, thanks to its wide array of offerings, Sitip is now a leading player. The aim of the MU Trends & Sustainability area is to identify those products that most represent venture trends.

The MU Trends & Sustainability jury chose four Sitip proposals: **Cosmopolitan Tee-Time**, a circular, transversal fabric designed for urbanwear and activewear; **Cosmopolitan Orion**, a warp-knit fabric for urbanwear as well as the **Modà**, a circular fabric for tops and shirts; **Native-Trophy**, a circular fabric produced with recycled yarns and low environmental impact chemicals (from the **NATIVE Sustainable Textiles** line).

#### **The Power of Thought: Sitip Cosmopolitan Tee-Time**

In The Power of Thought section, the conceptualisation doesn't derive from instinctive creativity, but from the power of thought. The theme focuses on an overriding need for clarity that imbues an aesthetic vision of extreme cleanliness, with virtually zero frills. Form and substance coincide. Design conforms to the practical use of the material.

For this theme, the organizers chose **Cosmopolitan Tee-Time** (PA 93% - EA 7%, 150 g), a circular knit fabric from the **COSMOPOLITAN Fashion-Tech** line that enables the items to satisfy any design requirements whilst simultaneously guaranteeing optimum performance. A four-way stretch and free cut fabric, specifically conceived for activewear and urbanwear. The **MICROSENSE Soft Performance** technology bestows a gentle softness, rendering the product pleasant to touch and blissful on the skin, as well as provides maximum opacity and UV protection (UPF50+). The fabric is bluesign and OEKO-TEX certified.

The Power of Emotion: Sitip Cosmopolitan Orion and Sitip Cosmopolitan Modà

The Power of Emotion theme focuses on the concept of bringing out the power of emotions to create balance and positivity. Reconnecting with the spiritual and ritual worlds, reaching beyond individual religions, is a common transversal need that derives from an understanding of the kind of democratic hedonism that transcends bodily boundaries.

**Cosmopolitan Orion** (PA 76% - EA 24%, 135 g) is a warp-knitted fabric from the **COSMOPOLITAN Fashion-Tech** line that meets any design requirements whilst simultaneously guaranteeing optimum performance. Indeed, the fabric is specifically designed for urbanwear. A four-way stretch and free cut fabric, that is pleasant to touch and blissful on the skin thanks to the **MICROSENSE Soft Performance** technology. The fabric is printable, enabling a wide range of customisation possibilities. It's bluesign and OEKO-TEX certified.

Finally, also featured as part of The Power of Emotion theme is the **Modà** fabric (PA 70% - EA 30%, 145 g), circular knit, fine gauge and four-way stretch, perfect for tops, shirts, tights and leggings. The fabric is non-

see-through and its lightness, as well as its gentle softness, make it pleasant to touch and blissful on the skin thanks to the **MICROSENSE Soft Performance** technology. It's bluesign and OEKO-TEX certified.

### **The Power of Action: Sitip Native-Trophy**

In The Power of Action section, empirical experimentation, manipulating fabrics and accessories, and the pleasure of making and creating epitomises the power of action that guides this theme. Here, rewriting the classic codes and, above all, their free interpretation is the key to understanding the transformative capabilities of new generations.

The fabric chosen for this superpower is **Native-Trophy**, a pre-consumer recycled fabric from the **NATIVE Sustainable Textiles** line (PL 91% - EA 9%, 130 g) which includes fabrics made from recycled yarns and chemicals with a low environmental impact, enabling the consumption of natural resources to be kept to an absolute minimum. A circular knit, mono-stretch and multi-functional fabric that's specifically designed for both activewear and urbanwear. The **MICROSENSE Soft Performance** technology bestows a gentle softness, rendering the final product pleasant to touch and blissful on the skin. The fabric is prepared-to-print, perfect for a wide range of customisation possibilities, and comes with an array of colour cards. Native-Trophy is bluesign and OEKO-TEX certified.

### **About Sitip**

Established in 1959 by Luigi Pezzoli in the heart of the Seriana Valley, near Bergamo, Italy, and currently managed by the second generation of that same family, Sitip is a benchmark brand in the production of synthetic and stretch warp-knitted fabrics, as well as circular knitted fabrics, for technical industrial applications and clothing, particularly sportswear and urbanwear. A major aspect of the company's approach is the research and development it conducts in close cooperation with its clients and partners, enabling Sitip to become a key player in the textile sector. A strong commitment towards reducing its environmental impact and a desire to constantly focus on taking an ethical approach resulted in the company publishing its first Sustainability Report in 2021, underpinned by various certifications, including ISO 9001, ISO 14001, ISO 50001, bluesign®, OEKO-TEX® and GRS. Sitip S.p.A. exports to all corners of the globe from its Italian production sites in Cene in the province of Bergamo, Asolo in the province of Treviso through its subsidiary Accoppiatura Di Asolo, and from Malta through its subsidiary Nylon Knitting Ltd. The company employs more than 600 people and its consolidated turnover for 2022 was 120 million euros.