

MILANO UNICA: at the Italian textile trade fair, Sitip presents the coming season's "sustainable" trends.



PRESS RELEASE

SITIP AT MILANO UNICA: CAN SUSTAINABLE TECHNICAL FABRICS ALSO BE TRENDY?

With new colour options and even more fabrics sourced from recycled materials, Sitip presents its Fall/Winter 2024/25 products at the Italian textile trade fair. The Bergamo-based company's involvement at the Milan trade fair also extends to e-MilanoUnica Connect, the marketplace where the fabrics do the talking.

#sitip #milanounica #fabrics

The summer edition of **Milano Unica**, the B2B event held at Fieramilano, is back. From 11 to 13 July 2023, the new textiles for the Fall Winter 2024/25 season will take centre stage. **Sitip**, for whom the Milano Unica textile trade fair is almost like a second home, will be showcasing its double soul with fabrics equally suited to both the technical sportswear and urbanwear sectors.



COME AND SEE US IN HALL 2 MODA IN FABRICS, STAND B19-B21

The exhibition space chosen by the Bergamo-based company is located in the area dedicated to **MODA IN**, in the **FABRICS** section, where fabric collections specifically designed for the clothing industry created by companies from across Italy and Europe come together in a unique fusion of wearability, creativity and style.

A space to enable Sitip to shine a light on its work producing high-performance fabrics with a wide range of applications in the sporting world and which the company is now looking to extend to everyday clothing: *"We've developed invaluable know-how and experience in creating fabrics for the outdoor pursuits arena, where the clothing is more than just an accessory, it's part of the strategy for success",* explains Silvana Pezzoli, Vice President of Sitip *"and now we're ready to leverage this experience to develop fabrics for the urbanwear sector, transferring the multitude of benefits such as wearability, breathability and comfort, with a colour palette capable of satisfying the needs of the market."*

The stars that'll be taking centre stage at the Sitip stand will be the fabrics from the **COSMOPOLITAN Fashion Tech** line, each with an array of colour cards: **Cobra 40 Power** a technical sports fabric that's been redesigned

to offer a more casual look, **City Life** a fabric specifically created for techno-sartorial clothing and **Navigli** possesses technical qualities that render it ideal as a second layer for garments such as jackets.

FABRICS THAT TELL A STORY

“**e-MilanoUnica Connect**” is an online space where Milano Unica, in collaboration with its exhibitors, has gathered a range of fabric samples and accessories, grouping them into related themes to create a visual narrative that showcases the quality and excellence of the major textile and accessory companies. The fabrics are accompanied by photographs whose subjects mimic the same shapes and movements.

The **Sustainable Story** section features a selection of recycled accessories and fabrics, with shades reminiscent of the ocean environment, from the vibrant colours of the coastline to the calming hues of the waters that lap the shore. Sitip's **Native-Trophy** fabric was selected for this section, created with ROICA™ EF premium recycled stretch yarn: lightweight and originally designed specifically for cycling jerseys, but chosen for its strong potential for the shirt industry, it's a pre-consumer recycled fabric from the **NATIVE Sustainable Textiles** line.

For the **City Sport** section, which really represents Sitip's soul at Milano Unica, bi-stretch fabrics and textile accessories with an athleisure accent were chosen which better reflect the dynamism of urban sports. The Sitip fabric selected for this purpose is **Thermobike X21**, ideal for winter garments and composed of polyamide, polyester and elastane, thus delivering an excellent push and pull effect.