



Italian Textiles to Lead the 25th Edition of Premiere Vision Preview New York

F. G. (July 09, 2012)



With 30 participating firms Italy will be the most represented nation at Premiere Vision, the most important trade expo for textiles and accessories. The 25th edition of the fair will take place on July 11 and 12 at the Metropolitan Pavilion in Chelsea. It will anticipate the collections that will be presented at the Milano Unica fair in Italy.

On July 11 and 12 the 25th edition of [Premiere Vision Preview New York](#) [2], the most important trade expo for textiles and accessories, will take place at the [Metropolitan Pavilion](#) [3] in Chelsea.

Premiere Vision is a biannual show held in January in New York and February in Paris, that presents an exclusive preview of tomorrow's fashion trends by bringing to the corporate buyers the still



unfinished collections of the world's top-notch textiles suppliers.

This edition of the show anticipates the collections that will be soon presented at the [Milano Unica](#) [4] fair in Italy.

Italy will be the most represented nation at Premiere Vision, where 30 firms from Piedmont, Lombardy and Tuscany will be participating. According to an estimate by the organizers, the expected number of visitors at Premiere Vision will be 3,000.

The [Italian Trade Commission](#) [5]'s studies of the US Department of Commerce's statistics show that in the period January-April 2012 Italy ranked 6th among the clothing fabric suppliers of the United States, with positive trends in all the individual markets of the clothing industry except for cotton.

The individual markets analyses for the first four months of 2012 show that Italy is the US' leading supplier of wool, whose market generated \$14.62 million and grew +36.37%.

Italian silk generated a total cash flow of \$8.75 million and grew +1.27%. Italy is also rapidly ascending the chart of the US' performance and technical fabrics supplying countries, registering a +10.19% increment from last year's values.

Italian Trade Commissioner Aniello Musella highlights that "many orders of Italian fabrics that are bought by American clients are then sent to be manufactured in other countries where their production plants are located. The value of these orders is not computed in the statistics, that therefore present much inferior figures than the actual ones."

Musella believes that the competitive advantage of Italian textile products is still the rich offer of novelties, combined with high quality standards and with the strength of Made in Italy as a brand itself.

The Italian participating firms are the following:

BOTTONIFICIO B.A.P., CARLO POZZI E C., DUCA VISCONTI DI MODRONE, FANTASIE TRICOT, FRIZZA, FURPILE MAGLIA, GRUPPO GF, GRUPPO MODA, L'AMORE TESSUTO, LANIFICIO CAMPORE BROGLIA QUINTINO, LANIFICIO F.LLI BACCI, LANIFICIO NOVA FIDES, LANIFICIO SUBALPINO, LANIFICIO TOP WOOL, LIMONTA, MANIFATTURA DI BREME DI VICTORIA, MARCO LAGATTOLLA, MARIO CUCCHETTI TESSUTI, MIROGLIO TEXTILE, NEWLIFE by FILATURA DI SALUZZO, OLMETEX, PICCHI, PIZVAL, RICAMIFICIO GIMAR, SETERIE ARGENTI, SIMONA B. COLLECTION'S, SMI TESSUTI, SUCCESSORI REDA, TPB BARZAGHI, TRABALDO TOGNA.

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[3] <http://www.metropolitanevents.com>

[4] <http://www.milanounica.it>

[5] <http://www.italtrade.com>