

# Tollegno 1900

Tollegno, 5 December 2018

## **S/S 2020: ALL THE STRENGTH OF INNOVATION**

*A digital service with evident sustainable consequences. A collection that puts the focus on iconic products, through the creation of a single Book, reasoned synthesis of the "Classic", "Luxury", and "Performance" lines. These are the must-haves of the 2020 spring/summer of the company from Biella.*

**Innovation at work** in the processes, in the products, in the services: this is the foundation on which Tollegno 1900 structures its future that makes innovation, research, and sustainability its strengths. Solid principles – the result of a constant commitment by the company to improve, to look for new ways to optimize its operations, and to implement the quality and content of services for its customers to facilitate their work, without ever forgetting the attention to the environment.

Expression of this clear 4.0 identity is "**Virtual Yarn Project**", presented at Pitti Immagine Filati 84. The service, using technology made in Shima Seiki, lets you simulate the final performance of the stitch, chosen after having defined its colour, type of yarn and processing. **A cutting-edge technology with far-reaching sustainable consequences.**

"Virtual Yarn Project" enables in fact a significant cut of costs and a considerable reduction of waste and time. It will in fact no longer be necessary to send yarns, colour cards, and cones to verify the result of the correspondence between need – yarn – colour; you will be able to create it digitally to then proceed to the order if it complies with the expectations. The possibility of trying different variations (from the colours to the processing) will also allow maximum customization of each creation, tailored to the needs of each client.

An example of **sustainable business**, Tollegno 1900's digital plan is also an expression of the company's green philosophy, which has always been at the forefront of supporting the environment through low-impact investments and operations. "This service," explains Lincoln Germanetti, CEO of Tollegno 1900, "is among our top projects: using this platform and the technology that defines it we will also continue with the development of new yarns and the experimentation of new contexts for their use, reducing the use of materials and energy. The research on colours and trends will also benefit from this, given the ample possibility of carrying out tests and evaluations on stage."

Demonstration of the successful collaboration with Shima Seiki, "Virtual Yarn Project" will be at the centre of the stand (I/4-6 Central Ground Floor) set up for Pitti Immagine Filati. A hi-tech workstation managed by Tollegno 1900 technicians will show the project to the visitors and will let them try the "Virtual Yarn Experience" live: from the choice of colour to the selection of the yarn and processing technique. Next to the virtual, also a real phase entrusted to the machine by Shima Seiki, designed for the creation of accessories. **"From virtual to real:** the experience that our customers will be able to live directly will be the best business card to understand the value of this project, expression of our way of interpreting innovation." The "Innovation at work" philosophy will also be read throughout the exhibition space, which will refer to the claim on its main walls through images and words that make explicit its value and through displayed cloths and products that concretely testify the road taken by Tollegno 1900 towards innovation. One example is the recent partnership with the company Sandonini for the creation of ShoeSocks, the latest generation two-in-one shoe-socks.

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## *RATIONALIZING TO INNOVATE: A SINGLE BOOK FOR 2020*

The 2020 spring/summer collection is also an ambassador of this approach. This is confirmed by both the colour card of the nature yarns "Cotton Wool" and "Wool Cot", digitally made, and the focus on "Harmony 4.0".

**Available in a single Book that rationalizes the iconic products of the "Classic", "Luxury", and "Performance" lines**, the collection confirms "Harmony 4.0" as the main actor, thanks to its 4 hi-tech features: "Total easy care" (the combined action of a consolidated industrial process with the use of new resins make the yarn shrink-proof and machine washable at low temperatures), "Compact" (an ad hoc process controls and brings back to a parallel pattern the fibres protruding from the roving, after having subjected them to a depression of air that makes them more cohesive); "High Twist" (process with a high number of twists that allows to obtain more compact and firm fibres that give the yarn greater strength, a high resistance to abrasion, and a lower pilling), and "Eco Idro" (a treatment fruit of the Tollegno 1900 research, which makes the product water-repellent and very soft to the touch, without impacting the environment because it uses environmentally friendly substances).

In addition to the "4 times the performance" variant, Harmony will also be offered in the "traditional J" 1/28 and "Idro" versions.

## *ICONIC YARNS: THE MUST-HAVES MADE IN TOLLEGNO 1900*

Completing the 2020 Book are high-performance yarns like "Racing" and "Wooltech" and products of casual-smart inspiration - "Sixtywool", "Abarth", "Cooper", and "Pagoda" - which, by making use and enhancing the natural qualities of Merino wool (maximum elasticity, high absorbency, antibacterial and hypoallergenic function), confirm themselves as qualitatively impeccable and versatile (from sports to underwear to leisure).

Luxury attitude is the imprinting that instead defines "New Royal" (100% Ultrafine Merino), also available top wash, "Sultano" and "Delice" (Extrafine and silk), "Feeling" (Extrafine, silk and cashmere), and "Vicky" (Extrafine and viscose) which, thanks to their preciousness, have been the forerunners for the opening of new markets that are sensitive to high-standing products.

Finally, the mix of linen and Extrafine Merino Wool gives body to "Flaxwool" which, with its medium-light weight, its soft consistency, and a completely renewed colour card (36), completes the Tollegno 1900 range of offers for the next hot season.

## *2020 TRENDS: Urban Vision*

It is the Trends card that represents the innovation factor in terms of colours, thanks to the 42 shades combined with photographic images inspired by the street life by Paolo Mazzanti. **Urban Vision** is in fact the theme chosen for the 2020 collection: guideline in the development of the palette is the absence of unique and defined references to seasons, which results in a series of neutral colours with sporadic hints of bright tints ranging from dirty whites to non-grey greys, from musky greens to vintage pinks, passing to the family of blues that prefer the shades of sky blue, turquoise, deep blue, and petroleum blue. The summer reference is instead entrusted to the colours of yellow and orange, yet never extremized. In the name of continuity, instead, the Colours card focuses on classic colours in stock service.

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