

# Tollegno 1900

Tollegno, 6<sup>th</sup> December 2019

## **Tollegno 1900: 120 years increasingly dedicated to creativity**

*A long history behind it, but an insatiable desire to continue to experiment and innovate. A new 'Lab' where collections take shape; a partnership with an Italian company to create together the elegant gadget offered to the Pitti Uomo VIP visitors; a leading role in the Master's degree program in Creative Knitwear Design and in the area dedicated to sustainability*

One hundred and twenty years in the name of research, innovation, and creativity. Tollegno 1900 celebrates the important company milestone by emphasizing its interest in 'continuous experimentation' thanks to a series of projects that underline it.

2020 opens with the launch of 'TLAB', the collaboration with Feel Blue for the creation of a precious scarf, symbol of 'Made in Italy' excellence, and the partnership with Accademia di Costume & Moda and Modateca Deanna for the Master's Degree in Creative Knitwear Design.

"UNESCO's declaration of Biella as "creative city", of which we are very proud, underlines how important this aspect is for the development not only of a city, but also of a company', stated Tollegno 1900. 'We have always been committed to work in this direction, giving space to projects that lead us to valuable relationships with companies and environments similar to us. Being creative does not only mean finding alternative and unexpected solutions, but also being intuitive and knowing how to find the right partners to realize all our potential. TLAB comes to life precisely for this goal".

## **TLAB: where collections are born**

A new concept that represents all the company's core values, a creative centre that is designed around the functionality of the environments and the processing phases, but also a comfortable place to welcome customers and visitors: this is TLAB, created in Tollegno next to the spinning area, in the rooms that housed the clothing store that has been transferred to Gaglianico. A location dedicated to the yarn collections in which creativity and passion find their maximum expression starting from the interior design: warm grey walls, white furnishings where collections stand out, large work tables, and LED lighting. There is also an area dedicated to washing and drying with machinery of the latest generation to provide customers with customized data on the most suitable programs to use depending on the chosen yarn.

Lastly, special attention was paid to sustainability. "Attention to the environment,' underlined Tollegno 1900, 'is an intrinsic value of our company and even the new Lab demonstrates it, an environment in line with our "green" policies.' A value that was also recognized by Pitti Immagine Filati, which once again invited the company to present one of its most eco-friendly products – Explorer with the phrases expressly requested by the representatives of the Fair "End Food Waste" worked on by Jaquard - in the area called SustainAbility.

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## **Feel Blue&Tollegno 1900: the quality of Italian manufacturing for Pitti Uomo**

Collaborating to create a cooperation network and culture and establish the uniqueness of our taste, of our way of doing things, of creating products. This is the spirit of the project developed with Feel Blue for Pitti Uomo. Tollegno 1900 is a trusted supplier of the Marche-based company specialized in the creation of knitted accessories, and for the occasion it supplied the Harmony 2/30 yarn to create a scarf, with the intarsia technique, symbol of the best made in Italy for creativity, innovation, and quality of raw materials. “The creation of this scarf, which will be distributed to journalists, politicians, and VIPs visiting the Florentine event dedicated to men’s fashion,’ explained Tollegno 1900, ‘represented for us the opportunity to highlight the versatility and quality of our iconic yarn, which has been able to renew itself season after season. Being able to leave our mark in one of the most important international fashion events in the world represents an important recognition of our constant research work, displayed in its completeness at Pitti Immagine Filati”.

## **A look into the future: a Master’s degree program to discover new designers**

Investing in future generations by providing them with the opportunity to test their talents by studying all the phases behind the creation a product: in the name of creativity and education, Tollegno 1900 adheres to the Master in Creative Knitwear Design by the Accademia di Costume & Moda and Modateca Deanna (International Centre for Fashion Documentation). The program aims to train professionals, designers, and operators in the fashion sector with technical and illustration skills useful for the design of complete collections and models. Over 40 kg of the Harmony 2/30 yarn in 6 colour variants were supplied to a young designer to design a knitwear collection following the various steps (from the prototypes to the presentation of the final work at Pitti Immagine Filati).

“We have chosen to be one of the manufacturing companies that are partners of this event because we recognize its highly educational value, indispensable for those who want to build their own professional career in this industry. The student who made the collection with our yarn, Chen Jui Yang, a native of Taiwan and winner during the academic year of the “Diesel Brave Kid” project, proved to be very proactive, demonstrating that he is able to develop in his own unique way all the ideas formed during company meetings and visits”.

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