

# Tollegno 1900

Firenze, 24 gennaio 2018

## **TOLLEGNO 1900 yarns: the world through our eyes**

The words and images of a manifesto narrate the values and principles allowing this Biella-based company to build itself a strong and credible market presence. In the name of sustainability and business ethics. A continuously evolving project that finds its subliminal outlet at the Pitti Immagine Filati stand, thanks to the similarly named yarns-photos.

Six key concepts of the Tollegno 1900 vision on the subject of sustainability, and 6 images dedicated to the faces and gazes captured in a symbolic journey throughout the world - rendering them sublime while recalling the colours of the “Trends” chart for the 2019 spring/summer knitwear collection - give shape to **“TOLLEGNO 1900 yarns: the world through our eyes”**, the expression of a method, of a philosophy, of a feeling.

A manifesto that expresses the company’s profound, continuous and long-lasting commitment to people and the environment, through knowledgeable choices in the selection of materials and processes, with the sole aim of making a key contribution to living in and building a better world.

Presented on occasion of Pitti Immagine Filati, the project, which was developed in response to the awareness that yarns themselves speak for the company, for its identity and its approach to work, has chosen the Tollegno 1900 stand (I/4-6 Central Ground Floor) as its theatre stage, where six photographs taken by Paolo Mazzanti expressing the cornerstone concepts of the Manifesto and six iconic canvases representing them in detail, are the central feature at the heart of the stand.

Origin, Future, Territory, Openness, Balance and Protection become the pillars of the continuous evolutionary path of a company that views sustainability not as a simple resolution, but as a way of being (“Our vision, our trends, our way to be”), similarly expressed by its yarns. Yarns, which having been created in a context where biodiversity is a value and respect for one’s habitat is a rule, fully represent the spirit of Tollegno 1900, the perfect harmonisation between tradition and future, artisan workmanship and technology, Italian and international appeal.

“Protecting the environment in which we live, the people that work with us and the clients that choose and trust us - explains the Biella-based company - is a daily commitment that we responsibly pursue with the intention of maintaining a knowledgeable balance between dedication and business, ethics and the market”.

**“TOLLEGNO 1900 yarns: the word through our eyes”** represents yet another tile in a structured mosaic that places mankind at the centre, focusing on his primary needs and objective well-being, achieved through a harmonious relationship with the environment and respect for the values of work.

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