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TOLLEGNO 1900 AND LANA GATTO: WOOL CHARTS NEW PATHS

The stand presented by Tollegno 1900 and Lana Gatto at Pitti Immagine Filati 97 highlights the company's identity, choosing the Florentine event to celebrate 125 years while showcasing their **renewed vision and mission**. In the name of **cross-pollination** and **shared projects and visions**, the two brands strongly declare their mutual belonging, rooted in both common values and history, **retraced in the Florentine exhibition space through an evocative setup that focuses on key moments of their journey**. A journey that today has **led to new insights**.

Indeed, if the mission of being the *'international excellence in yarns for knitwear, combining tradition, innovation, and sustainability to offer longer-lasting value to their customers'* aligns them, the vision of *'designing, developing, and producing yarns that blend heritage and innovation, guaranteeing excellence in quality, sustainability, and Italian style, with the aim of providing a reliable, attentive, and timely service'* projects them into the future.

Concrete goals that are also clearly reflected in the exhibition design, where every element becomes a metaphor and symbol of a new phase in their shared wool journey, in which wool remains the true protagonist. **Heritage, innovation, care for people and the environment, and experientiality** are instead the pillars of a **holistic approach** that goes beyond the product, narrates everyday life, reinterprets its past, and looks to the future. Wool is thus the thread that weaves this new path of growth, capable of creating a virtuous, circular, and responsible cycle that does **not burden the planet** and **nourishes the future without consuming it**.

YARNS: CROSS-POLLINATION TO IMPROVE THEIR CHARACTERISTICS

Under the name **'Earth to Earth: in Harmony with Nature'**, Tollegno 1900 and Lana Gatto present their project, making cross-pollination its essence. This is clearly seen in the two new yarns introduced by Tollegno 1900 at Fortezza da Basso: **'Marley'**, a bouclé yarn that is the perfect synthesis of the valuable

characteristics of the 'Nuage' and 'Cosy' yarns; and '**Country**'. The result of a blend of RWS-certified Pure New Wool (85%) and hemp (15%), 'Country' – sustainable by DNA, rough yet chic – stands out for its substantial yet pleasant feel, versatility, and rustic look, enhanced by its slightly irregular weave and the dynamic effect created by dyeing, which highlights the natural raw and rough essence of hemp. Hemp, one of the most eco-friendly fibres in the world, also offers valuable performance in terms of strength and durability, lightness, and thermoregulation.

STITCHES: CROSS-POLLINATION TO MAKE ROOM FOR CREATIVITY AND GO BEYOND CONVENTION

The 'Book stitches' also follows the guidelines of Tollegno 1900's evolutionary philosophy, structured around 3 themes – *Fluid pastels*, *Earthy Rough*, and *Digital Jewels* – which spring from three inspirations and generate three new visions. The result is stitches that refuse to be pigeonholed by trends, that interpret the world around them, and go beyond conventions.

Indeed, while '**Fluid pastels**' is based on soft, cosy elements that find their best expression in soft knits and naturally comfortable plush textures, '**Earthy Rough**' instead draws from the raw beauty of the natural world, the dry tones of the earth, and the celebration of imperfection. Finally, the sparkle of precious gems merging with the precision of digital aesthetics defines '**Digital Jewels**', where sequins and reflective surfaces create a brilliant play of light and movement, while geometric patterns with a digital cut embody a design with high-tech rhythm. Digital patterns and jewellery-like decorations give life to luxurious knits, perfectly in tune with the shimmering, multidimensional beauty of the digital age.