

Tollegno, January 2025

TOLLEGNO 1900 WOOL JOURNEY 2026: ROAD TO FUTURE

The wool journey of Tollegno 1900 continues. After “the stages” focused on enhancing the wool in its natural component and its innate ability to give well-being to those who wear it, now it looks toward the future. At Pitti Immagine Filati 98, the brand, which celebrated its first 125 years in 2025, not only will present its annual collection but will also involve its customers in the creation of the 2027 collection, making them feel like an active part of the company creative project.

Through some immersive experiences, buyers, visitors at the booth (located at the ground Floor hall I, #4/8) partners and collaborators, will have the opportunity not only to touch and take home some stitches made with this season’s yarns (“*Cutting days*”), but also to express their preferences on some prototypes of the items that will features in the next collection (“*View and Click!*”).

“Cutting days” and “View and Click!”: customers become protagonists

Interaction, collaboration and connection : these are the key words of the initiatives “*Cutting Days*” and “*View and Click!*” proposals presented during the Florentine kermess by Tollegno 1900 to its audience that will be invited to interact with the company “on site”.

“**Cutting days**”, already successfully presented during some presentations abroad, will allow customers to literally “cut” small pieces from some of the 18 collection swatches, that will be hanging in the booth like stems, so they can keep a memory of their favourites even after the fair.

With “**View and Click!**”, visitors will be able to see and touch some of the yarns from the 2027 collection – presented in preview – and through a QR code will be able to vote for their favourite and choose the “naming” to assign to them, based on a selection suggested by the company.

Between tradition and digitalization, between classicism and innovation, Tollegno 1900 aims to actively engage its audience making them part in the development of next year collection.

“it is precisely for this reason that we thought of recognizing the importance of their vision, entrusting their perspective with the task of giving us a feedback on the work we are doing for the next year. We strongly want that their gaze, their opinions and the sensations they feel when touching our yarns become the “tools” to create a collection that represents their desires” conclude from Tollegno 1900.