

FASHION

element of strategic importance in the textile industry

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FASHION

Element of strategic importance in the textile industry



**RENAISSANCE
EFFECT**



TECHNOLOGY



COLOR



**“FINISHING”
“HAND
OF THE FABRICS”**

1951 First fashion show at palazzo Pitti (Firenze)

1968 Beginning of social protest – Style industrialization

1970 Laura Biagiotti and Roberto Cavalli fashion show

1975 Armani and Sergio Galeotti fashion show

1977 Fendi fashion show –Accessories promotion

1978 Versace And Ferrè fashion show

1979

Missoni and Krizia fashion show

1982

EXPO incorporated “Milano vende Moda”

Anni '80

Alberto Ferretti-Luciano Soprani-Enrico Coveri fashion show

1981

First jeans signed Armani sold into stores

1985

Moschino – D&G fashion show

1989

**Gianfranco Ferrè is called the artistic direction of Maison Dior,
Maximum symbol of French culture**



Forniture Tessili Riunite s.p.a.

XXII INTERNATIONAL CONGRESS IFATCC
ITALIA, LAGO MAGGIORE STRESA
MAY 5-7, 2010



1968

Style industrialization

1980

Firenze is abandoned born “Milano Collezioni”

1990

Milano overpass Parigi

NEW MILLENNIUM

Fashion becomes distribution function

Without fashion there's no **MARKET**

Without fashion there's no **CONSUMPTION**

BUSINESS PROFILE

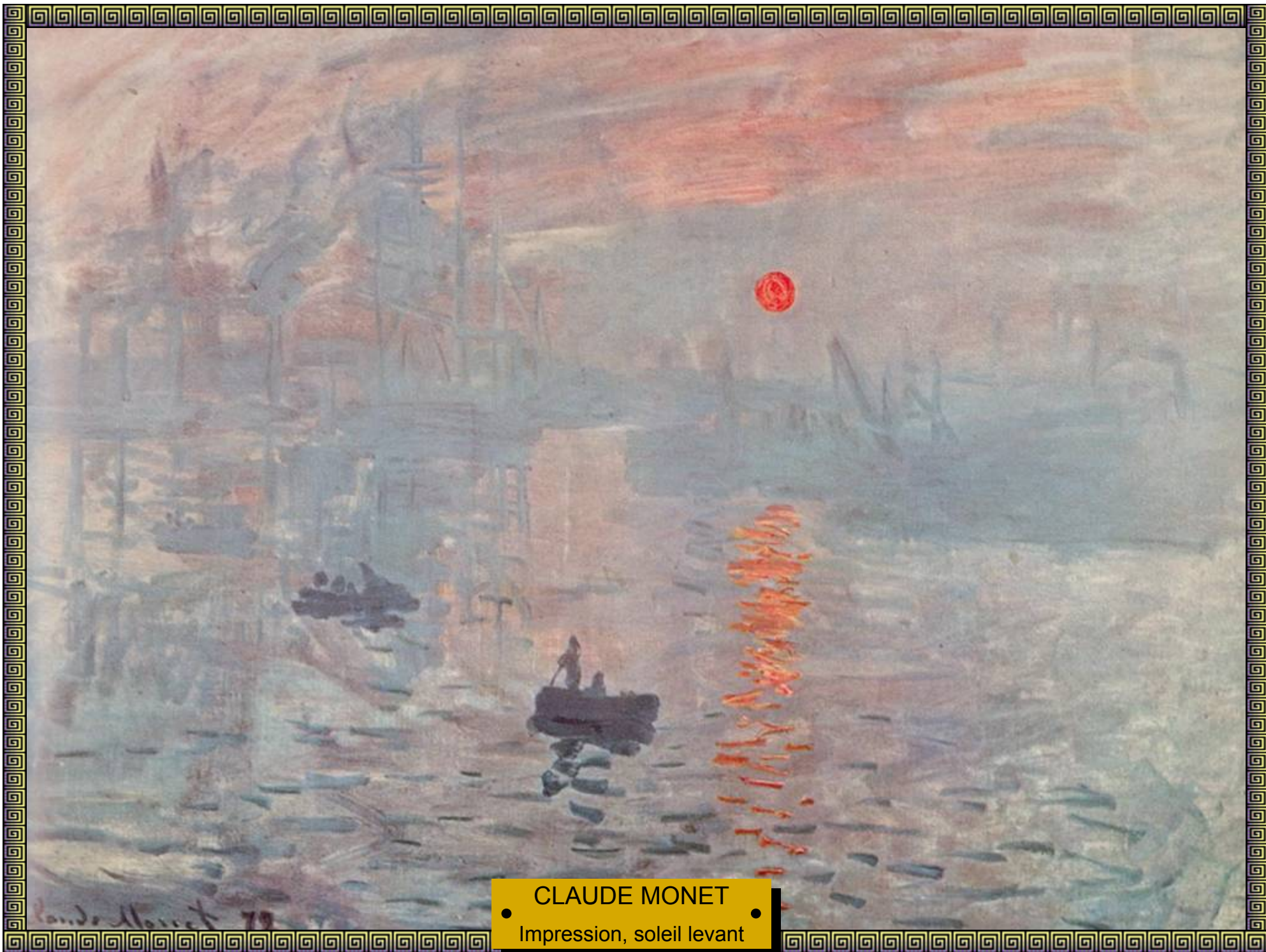
NEW MILLENNIUM

Fashion becomes *ART*

COLOR

TEXTILE FINISHING
"HAND"

ARTISTIC PROFILE



• CLAUDE MONET •

Impression, soleil levant

**La “moda” nel tessile, diventa “moda”
quando il “finissaggio tessile” riesce a
conferire al tessuto una sua “mano”.**

**La “moda” nel tessile, diventa “moda”
quando la fantasia dello stilista riesce
a creare un soggetto o un’immagine in
un contrasto di colori.**

**Stile, mano, colore sono gli elementi
Fondamentali alla base della “moda”.**

La mano di un tessuto

**E' una sensazione soggettiva
che si trasmette con la
“sensibilità della nostra pelle”**

- Create
- From a Color
- From an Image
- Themes
- Community
- Pulse BETA
- Links

- Select a Rule
- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom

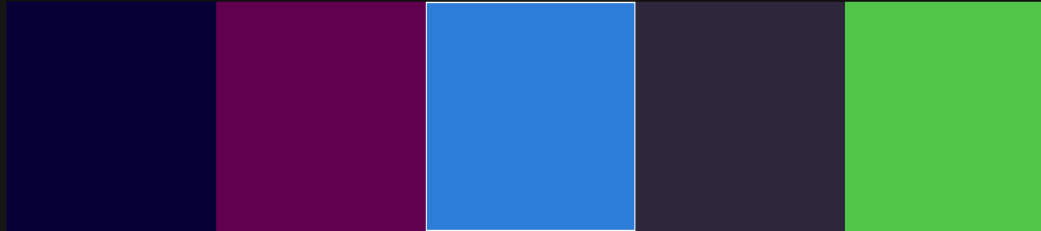


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Base Color



HSV 248 100 22	HSV 311 100 38	HSV 212 80 85	HSV 257 34 23	HSV 116 64 77
RGB 7 0 55	RGB 96 0 79	RGB 44 125 217	RGB 45 39 59	RGB 81 197 72
CMYK 86 100 0 78	CMYK 0 100 18 62	CMYK 80 42 0 15	CMYK 24 34 0 77	CMYK 59 0 64 23
LAB 3 19 -32	LAB 20 45 -20	LAB 52 8 -54	LAB 17 8 -12	LAB 71 -57 52
HEX 070037	HEX 60004F	HEX 2C7DD9	HEX 2D273B	HEX 51C548

<http://kuler.adobe.com>