



KNITWEAR
FW25/26
PITTI FILATI
TRENDS



LIVETREND

PITTI FILATI INTRODUCTION



FORECAST

Shield. Protection, shelter stability, security and wellness are the key words for the upcoming season. Current climate changes lead us to think about how to protect what is dearest to us as individuals and as human beings. The trends start from reflections on our times which, in turn, bring the uncertainties and questions that are raised every day. The global political, economic and cultural scenarios send us back to the ancient issues related to our choices, our actions, our thoughts and comments: who are we? where are we? where do we come from? and where are we going? In a world that is constantly playing offense given uncertainties and lack of predictability, one of the priority issues is linked to how to find - and take-shelter. From economic instability, from the drama of international conflicts, from drastic weather conditions, from the 95 million posts that are uploaded daily, from electromagnetic pollution, from the lack of widespread balance. Creating a shield is as programmatic as it is instinctive. An unconditioned reflex generated as a reaction to the unexpected from which we want to protect. Winter, always a season for introspection, will generate new thoughts and ideas whether we are sheltered in our own shell or cocoon at a controlled distance from the chaos outside. But this is not a message conveying closure but thoughts about a more beautiful inner life. Nature is the main source of inspiration for this theme - nature as a refuge and inspiration. The combination of Nature and Art will define the atmospheres and meanings of the collections placing the accent on humankind's role in perceiving, creating, preserving and conveying.

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PITTI FILATI HIGHLIGHTS



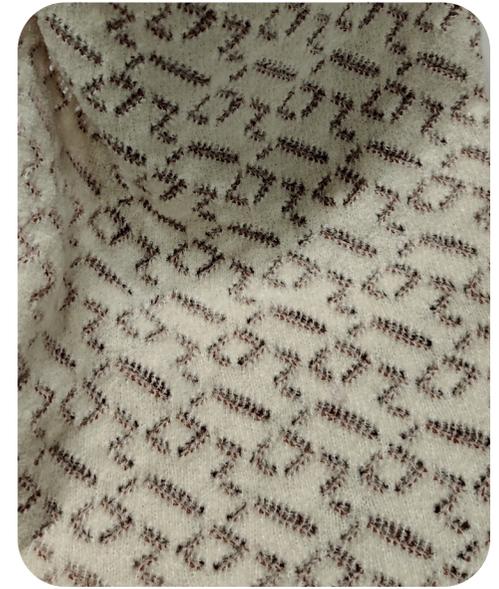
NOMAD FRINGES



INTARSIA



HOLIDAY FUZZ



CHENILLE



BRUSHED



ETHEREAL SHEER



RARE SHIMMER



GRAPHIC JACQUARD

FW25/26 KNITWEAR PITTI FILATI TRENDS



EGGCENTRIC

The **Eggcentric** theme evokes the quest for harmony and perfection, taking its inspiration from the egg. Symbolically, the egg represents rebirth, the ceaseless renewal of emotions, and of the new. It resembles a lifeless stone but within its hard yet fragile shell it contains the fluid chaos of existence. This paradox of solidity and fragility encapsulates the delicate balance of entropy inherent in life.



SHELLTER

The **Shellter** theme evokes the quest for beauty and protection inspired by seashells. A symbol of prosperity and rebirth, when associated with the sea, the shell symbolizes the source of fertility. Everything comes from the sea and the shell takes us back to the concept of the womb and the birth of humanity. It is a symbol of love and birth as well as abundance, love, luck and protection.



BUGNIFICENT

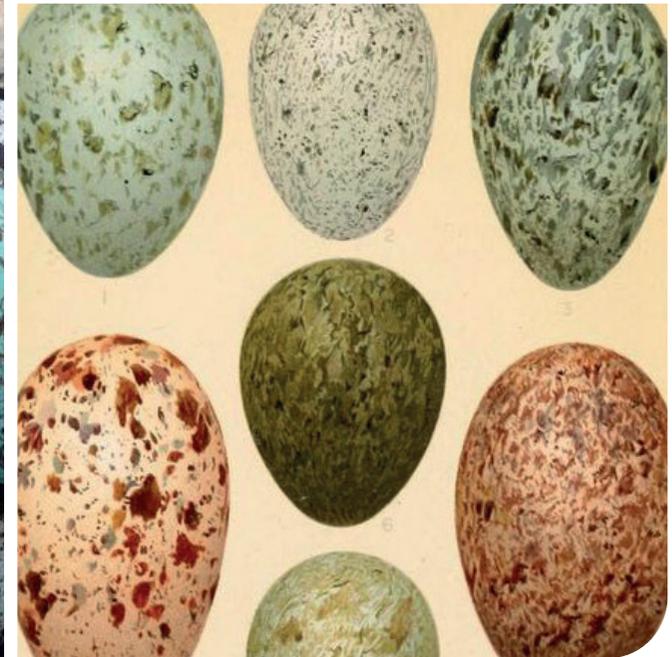
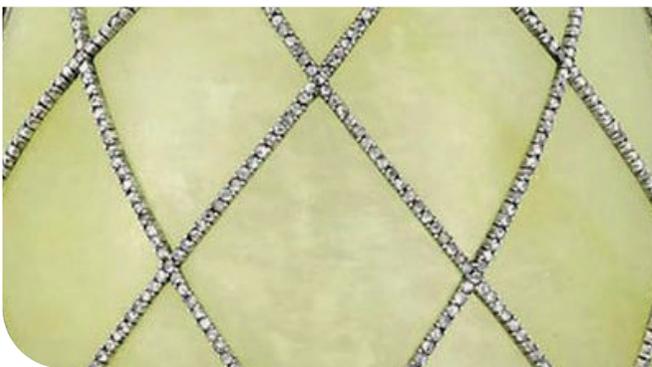
The **Bugnificent** theme, inspired by Coleopteras, evokes the quest for transformation and regeneration. With about 350,000 described species, in 24 superfamilies, and 235 families, Coleoptera is the largest of all orders of living organisms, including plants, on earth. Their vast diversity and adaptability symbolize the boundless potential for change and renewal in nature.



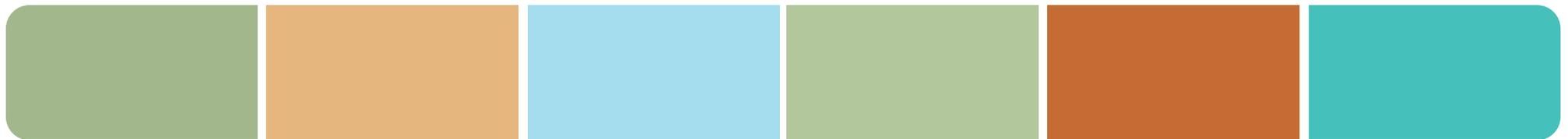
WOODNESS

The **Woodness** theme, inspired by trees, evokes the quest for shelter and wellness. The tree has been the symbol of life throughout history and in all cultures. It represents the power of adaptation and rebirth because it renews itself endlessly, taking nourishment from the sacred fountain of the earth, symbol of the interconnectedness of all living things through the intricate web of roots and branches.

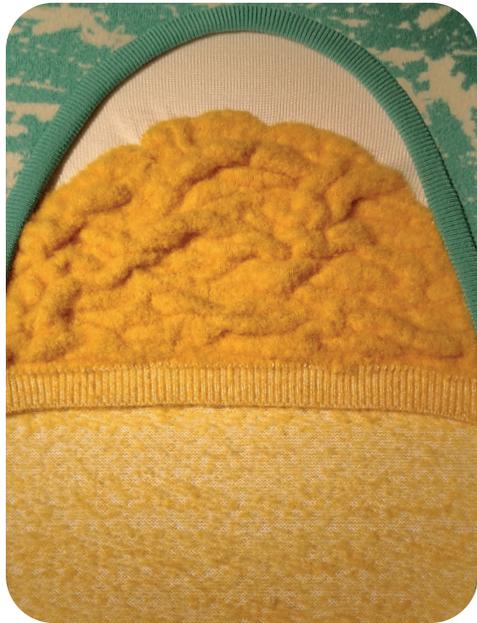
FW25/26 KNITWEAR **EGGCENTRIC**



UNEXPECTED CONTRASTS - EXUBERANT - QUIRKY - ORDER & CHAOS

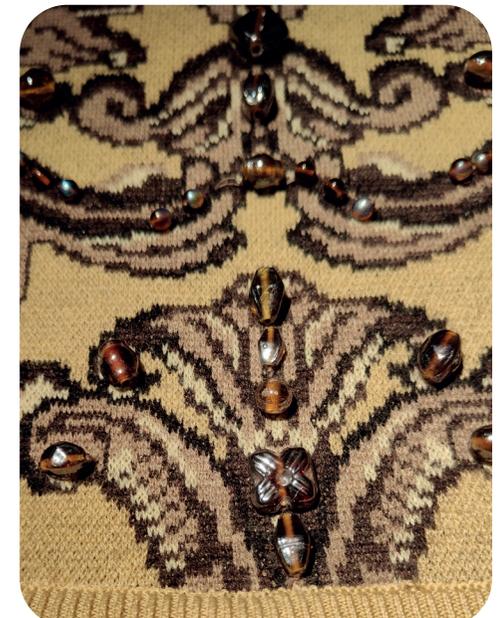
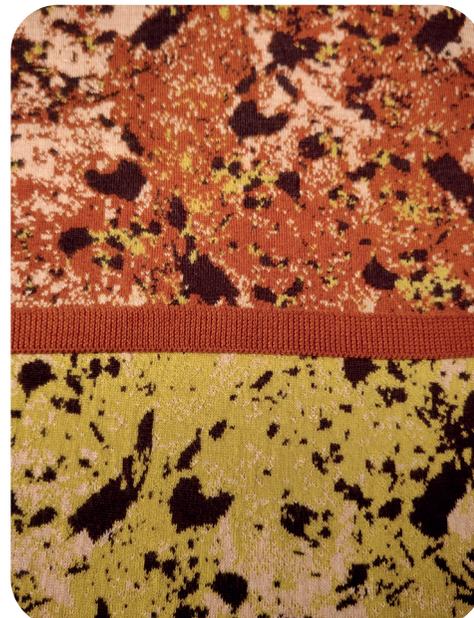
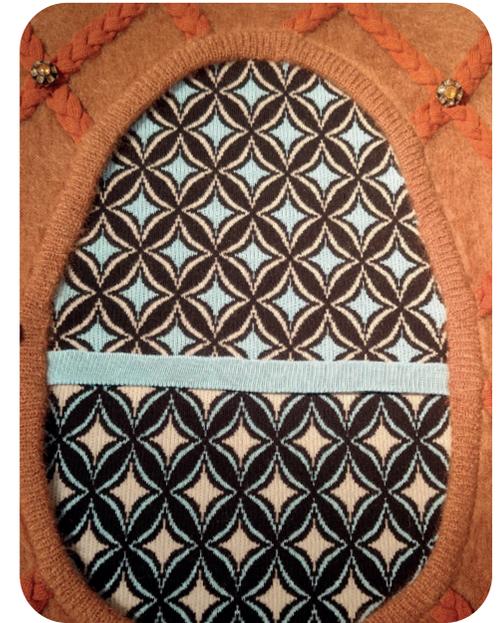


FW25/26 KNITWEAR **EGGCENTRIC**



PROTUSCENT - TRANSPARENT - FUZZY - CONTRASTED - NAPPY - GEOMETRIC

FW25/26 KNITWEAR **EGGCENTRIC**

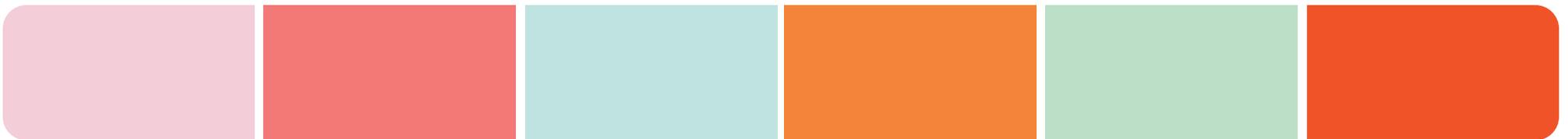


QUIRKY CAMO - GEO OP - CRAVATTERY MOTIFS - BEJEWELLED

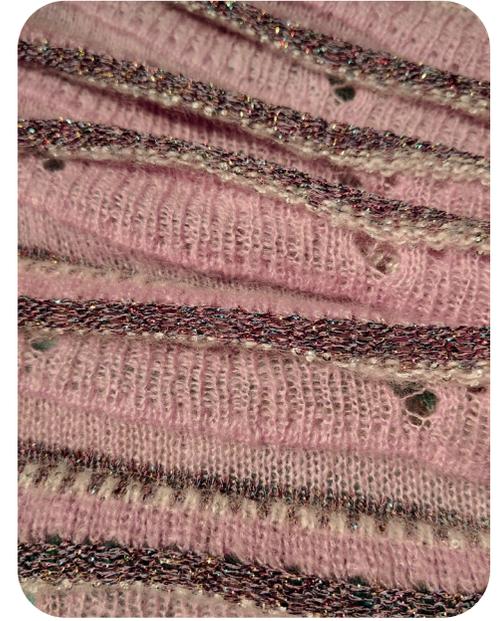
FW25/26 KNITWEAR SHELLTER



ABUNDANT - ANCESTRAL - COCOONING - VOLUMES & LAYERS

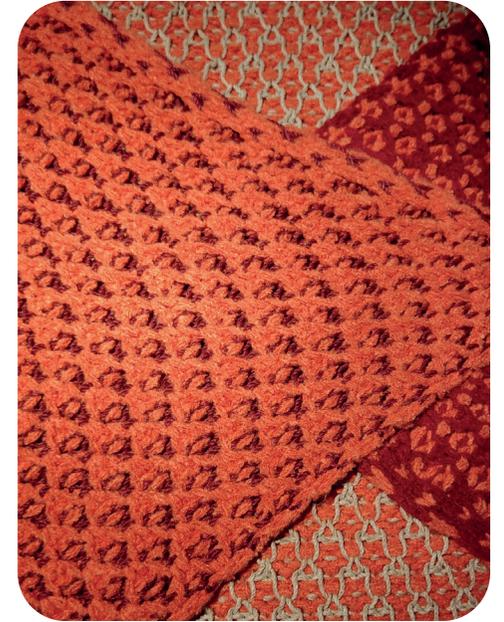


FW25/26 KNITWEAR SHELLTER



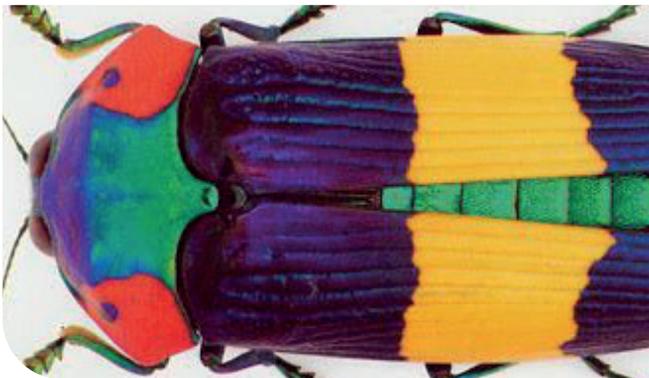
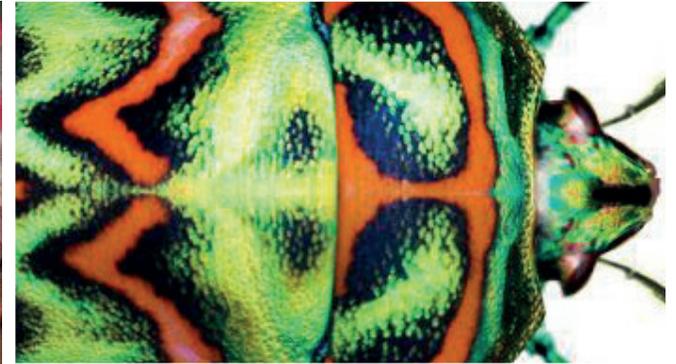
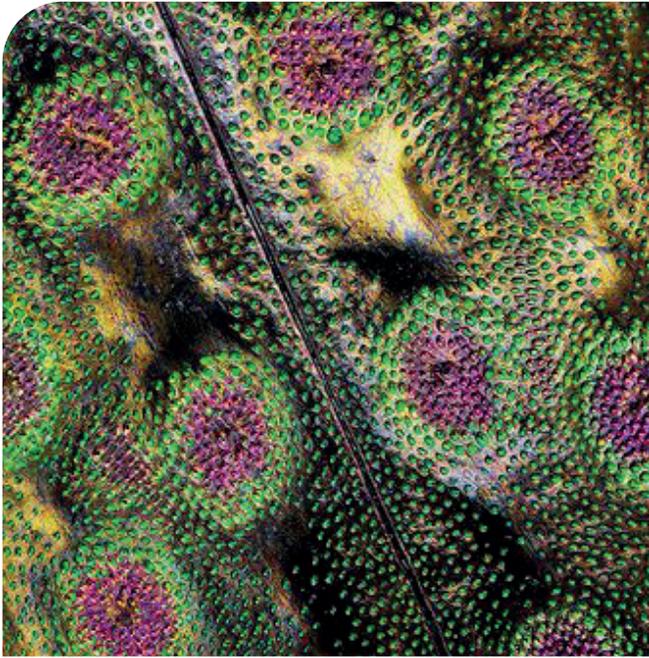
SOFT STRIPES - OPENWORK - 3D STITCHES - FRILLS

FW25/26 KNITWEAR SHELLTER

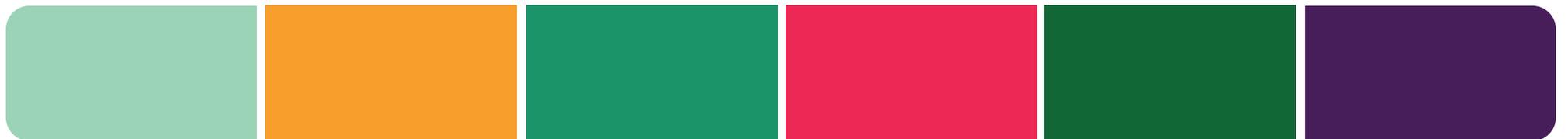


SUBTLE LUREX - ARMURÉ - SUBTLE COLOR MIX - MICRO JACQUARD

FW25/26 KNITWEAR **BUGNIFICENT**



TRANSFORMATIVE - DIVERSE - EXPLORATIVE - NEW SKINS

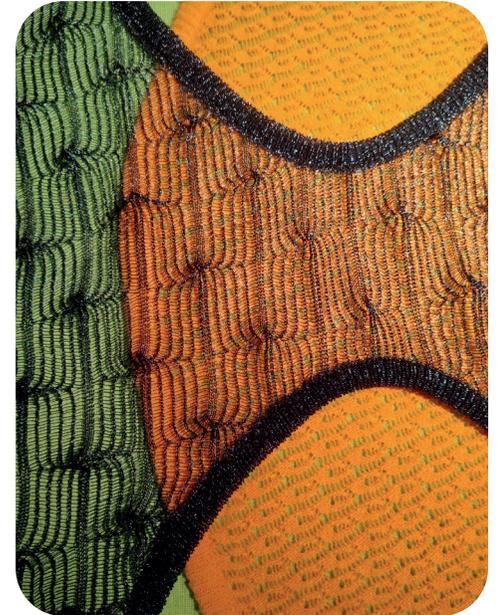
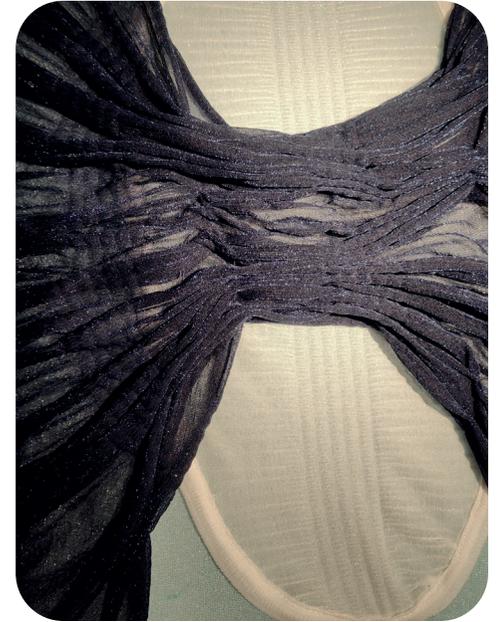
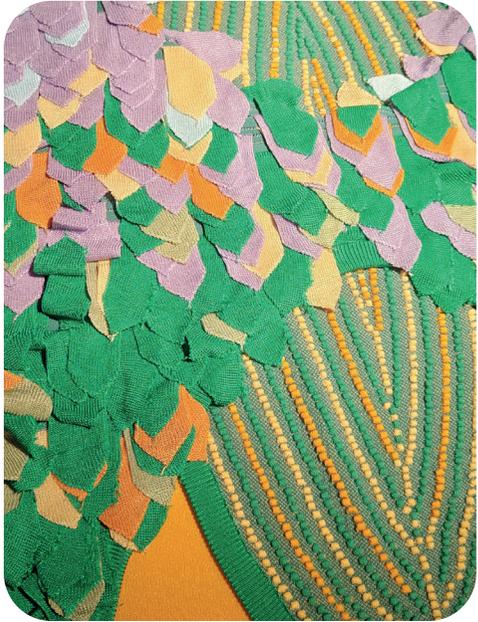


FW25/26 KNITWEAR **BUGNIFICENT**



WONDERFUL JACQUARDS - BIOMIMICRY - SEAMLESS PERFORMANCE

FW25/26 KNITWEAR **BUGNIFICENT**

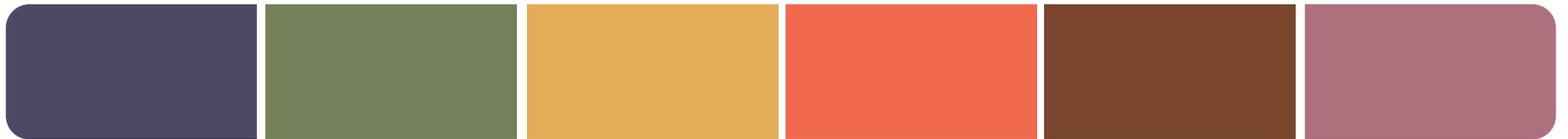


EXTRA-TACTILITY - CHENILLE - AIRSPUN - SHEERS

FW25/26 KNITWEAR **WOODNESS**



ADAPTIVITY - INTERCONNECTEDNESS - HERITAGE - COZINESS

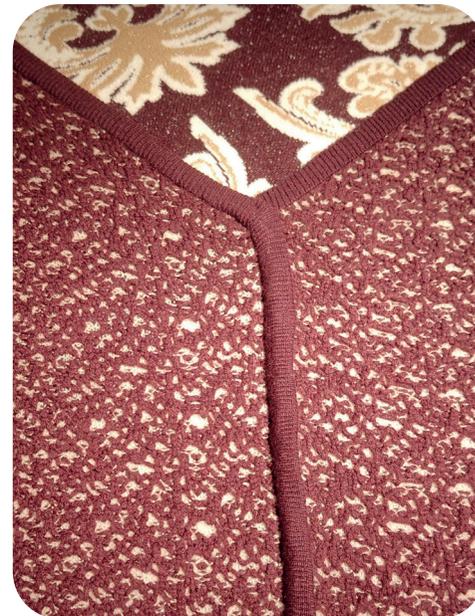


FW25/26 KNITWEAR **WOODNESS**



IRREGUAL RIBS - TEXTURES - EMBROIDERY - CABLEKNIT

FW25/26 KNITWEAR **WOODNESS**



WOOD GRAIN - VEGETAL TEXTURES - FOLIAGE

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro trend with very high risk

EARLY SIGN

emerging trend with growing perspective but higher risk

SAFE TREND

announced trend with growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

STABLE TREND

trend that is already present in the market with flat growth

LAST CALL

trend with decreasing perspective but still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



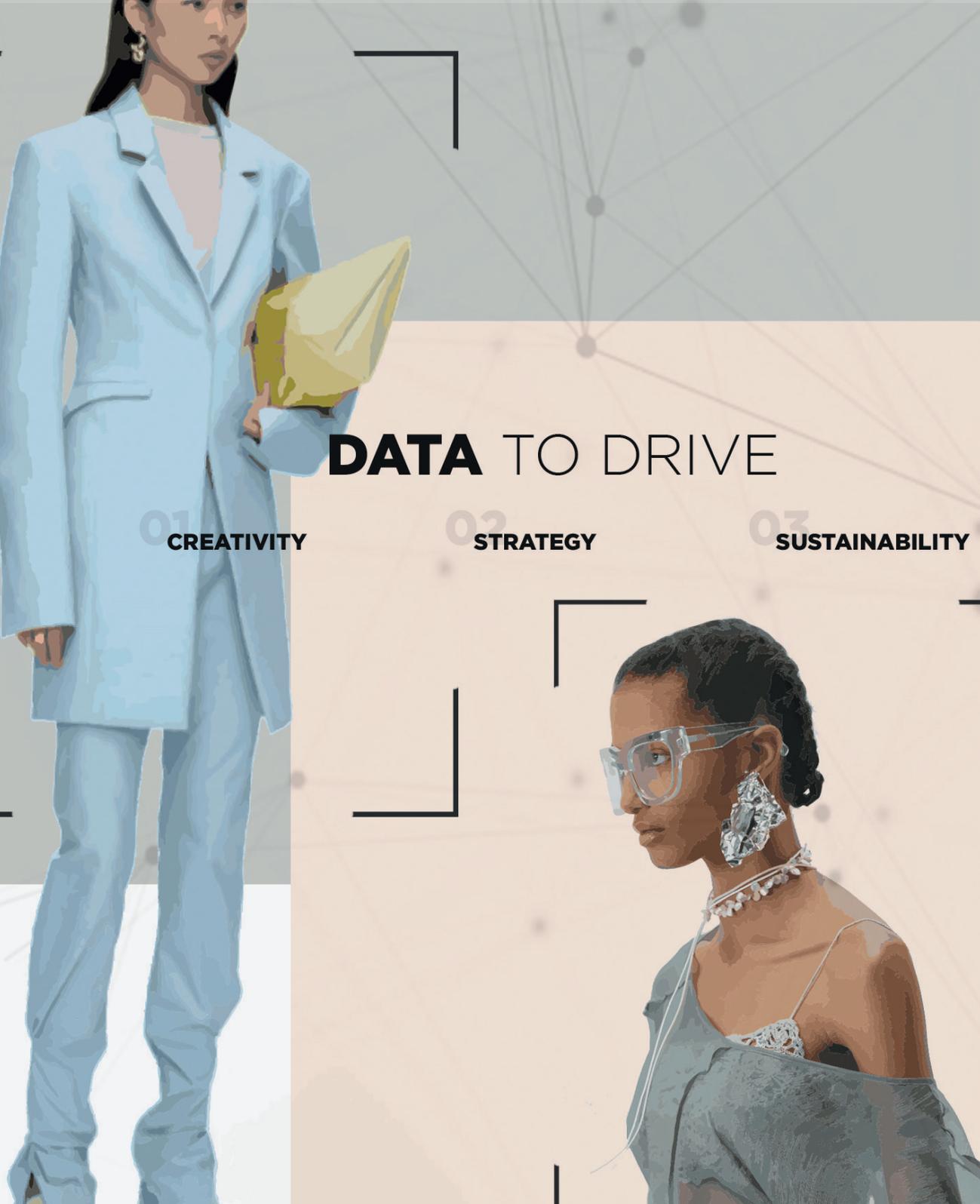
INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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