



feel
THE
YARN



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FEEL THE YARN 2013

Training experience and design award for future knitwear designers.

Today, more than ever, innovation and creativity are the essential ingredients of excellence. For this reason, Feel the Yarn has renewed itself this year by focusing on two key areas.

Firstly, in its fourth edition, Feel the Yarn has grown and broadened its horizons, including among the participating companies some of the most interesting national brands. This will give a boost to new synergies between companies, research centers and international design institutes, in order to promote a more dynamic and advanced entrepreneurial framework.

Secondly is the increasingly close cooperation with Pitti, which has given credit to Feel the Yarn for excellence, and as a flagship for the international fair Pitti Immagine Filati.

Feel the Yarn focuses on technology, style and quality - the essential demands of International markets. This provides the students involved, the designers of the future, with the necessary knowledge to fully appreciate Italian yarns and to use them in their creations, as well as to share their experience with their colleagues. Through visiting the various areas of Italian yarn production, all 19 of the young designers will acquire an awareness of the design and production phases of knitwear yarn and the high quality of our products.

Feel the Yarn, thanks to its continuous improvement, has become a point of reference in the world of fashion. It stands out as an event where the best Italian companies meet with the most important international institutes of fashion and design. This year brings together the Accademia di Costume e di Moda (Italy), BIFT - Beijing Institute of Fashion Technology (China), Bunka Fashion College (Japan), Royal College of Art (UK), Hochschule Niederrhein - University of Applied Sciences (Germany), NABA, Nuova Accademia di Belle Arti (Italy), The Hong Kong Polytechnic University - Institute of Textiles and Clothing (China) and Kingston University (UK).

For this year's project, each student has designed and produced 2-3 knitted outfits inspired by the theme "PULL-LOVERS. A new feeling for knit", using yarns from one of the participating Italian spinners such as Filati Be.Mi.Va, Di.Vè, Filmar, Filpucci, Gi.Ti.Bi Filati, Giorgini Silvano Filati, Loro Piana & C., Manifattura Igea, Ilaria Manifatture Lane, Industria Italiana Filati, LaneCardate, Lanificio Dell'Olivo, Linsieme Filati, New Mill - Fashion Mill, Filatura Papi Fabio, Pecci Filati, Pinori Filati, Zegna Baruffa - Lane Borgosesia. The work in progress can be found on line at www.feeltheyarn.it, in order to publicise the winner and to give young designers a showcase for the production of their first collection.

The collections will be exhibited in a dedicated area during Pitti Filati from 3rd to 5th July 2013 and will be voted on by a technical jury and by visitors to the fair. The designer of the most voted collection will be awarded a prize as the winner of this year's creativity competition.

Thanks to Feel the Yarn, Italian production excellence meets excellence in fashion education in order to build a future rich in profitable collaboration.

Gianfranco Simoncini

The Minister of Economic Activities,
Employment and Training
Tuscany Region

The project is financed and realized by



Regione Toscana



TOSCANA
PROMOZIONE

In collaboration with:



C.P.F.
CONSORZIO
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FILATI



PULL-LOVERS

A NEW FEELING FOR KNIT

The body is the object to study, to dress, to protect, to decorate with new knit proposals.

Like a chrysalis, the naked body is wrapped in translucent techno-films or draped in impalpable and precious softness. Delicate tactile feelings accompany fine and elastic knits like a second skin. Cosmetic powders enhance, sculpt, shade the features, enlighten the eye, playing with shiny and mat effects and with sophisticated graded colours.

The body reflects itself, breaking up in changeable reflective surface of water which reminds of dense fluidity of wintery viscose, shiny, iridescent or mat.

It can be found in the deforming reflection of mirrors, with harmonious undulations made of soft rounded and perfect yarns, enhanced by filtered shimmers.

Graphic elements and transparencies overlap, mix up, break up, introduce concepts of modernity.

The body wraps itself in intertwined, swollen, voluminous, padded, three-dimensional and oversize knits.

The animal planet, to which the mankind owed his first coverings, inspires the warmest comfortable and protective knits. The most precious animal fibres, camelhair, cashmere, mink fur, alpaca turn into yarns with long hair, into curling fleeces or felted knits, into original mix of yarns and textures.

Ornella Bignami
Project Tutor and Coordinator

ROYAL COLLEGE OF ART

RCA is the world's most influential postgraduate university of Art and Design offering the degrees of MA, MPhil, and PhD. The School of Material is aiming to unleash each student's professional self-assurance through the acquisition of design methodology and rigorous research technique. The Fashion Program is focused towards strengthening the students' spirit of exploration through technical expertise and industry awareness. It has a high level of graduate employment as they achieve seniority in their own careers. The Program regularly conducts studio and research projects with international brands.

Royal College of Art - www.rca.ac.uk
School Tutor: Sarah Dallas

KINGSTON UNIVERSITY

BA(Hons) Fashion - The course covers all aspects of the design process – from research and design development to creating garments using cut and construction. Every student across all levels will engage in professional practice related to their studio work. Art and design history underpins studio-based projects and overseas study trips. Design projects are delivered by a dedicated team of specialist practising designers and modules are led by experienced tutors. Collections are selected for an annual fashion show at a premier venue in London attended by the industry and press from the UK and overseas.

Kingston University - BA(Hons) Fashion - www.kingston.ac.uk
School Tutor: Samantha Elliott

HOCHSCHULE NIEDERRHEIN UNIVERSITY OF APPLIED SCIENCES

Faculty of Textile and Clothing Technology in Mönchengladbach / Germany
The Faculty is one of Europe's largest study locations for textile and design engineers. It offers a wide range of Bachelor's and Master's programs. The comprehensive range of studies makes graduates extremely flexible. Students develop their knitting knowledge on different machine types and for different products. The university got workshops with a high standard of technical installations from hand driven flat knitting machines, Stoll CMS, circular knitting and weft knitting machines. It has cooperation agreements with international universities bearing witness to the high standing of the Institute.

Hochschule Niederrhein – University of Applied Sciences - Faculty of Textile and Clothing Technology in Mönchengladbach / Germany - www.hs-niederrhein.de
School Tutor: Ellen Bendt

ACCADEMIA DI COSTUME E DI MODA

The Accademia, founded in 1964, has represented excellence for the last 50 years, training students in Fashion and Costume Design. It is certified by the Italian Ministry of Education. Seminars conducted by prominent professionals, participation in creative laboratory work, in international Fashion contests, complete the didactic program. It shapes a professional figure who responds to the demands of fashion companies and of theatrical, cinema, TV production firms. The Masters programs offer specialized courses in the areas of Fashion, Accessories, Jewelry, Communication, Journalism and Entertainment.

Accademia di Costume e di Moda di Roma - www.accademiacostumeemoda.it
School Tutor: Maria di Napoli Rampolla

ITC is a world renowned tertiary education and research institute in the areas of design, business and technology. Its mission is to serve the Hong Kong community through the provision of quality educational programmes, research, consultancy and professional services in fashion and textiles. ITC is unique in its multi-disciplinary nature. A wide range of programs, covering fashion, textile design, fashion business and technology is offered to train and develop all-around talents and professionals, capable of bringing new energy to the industry.

The Hong Kong Polytechnic University – Institute of Textiles and Clothing (ITC)
www.itc.polyu.edu.hk
School Tutor: Judyanna NG

Nuova Accademia di Belle Arti Milano is an education Academy focusing on arts and design: the largest and most innovative private Academy in Italy and the first to have been recognized by the Italian Ministry of Education, University and Research (MIUR), back in 1980. As a recognized Academy, NABA offers academic diplomas equivalent to first and second level university degrees in design, fashion design, graphic design, multimedia, visual arts, and scenography. In 2009 NABA joined the Laureate International Universities, an international network including more than 65 accredited institutions in 29 countries.

NABA - Nuova Accademia di Belle Arti Milano - www.naba.it
School Tutor: Luca Belotti

BIFT is China's premiere educational facility associated with fashion, specializing in the integration of art and technology. Founded in 1988, our education concept always is "Creativity Integrate Technology, Design Inherit Culture". We aim to nurture young talents for fashion industry requirement and provide great environment for promoting students' creativities. School upgrades students' abilities and broaden their horizons through industry link and international cooperation. There are four faculties: Fashion Art Design, Fashion Design & Engineering, Fashion Performance and Fashion Communication.

BIFT - Beijing Institute of Fashion Technology - www.bift.edu.cn
School Tutor: Lan Lan

BFC has played a guiding role in fashion education in Japan, since 1923. It has graduated many highly-qualified people, including fashion designers on the international stage. BFC has established courses that follow all aspects of the industry. It offers an original curriculum, divided into four departments: Fashion Creation Department, Fashion Technology Department, Fashion Marketing and Distribution Department, Fashion Accessories and Textiles Department. In order to develop human resources responding to diversified industrial trends, BFC promotes collaboration with industry, government and academia.

Bunka Fashion College - www.bunka-fc.ac.jp/en
School Tutor: Hiromi Yagihara

THE HONG KONG POLYTECHNIC UNIVERSITY – INSTITUTE OF TEXTILES AND CLOTHING

NABA NUOVA ACCADEMIA DI BELLE ARTI MILANO

BIFT - BEIJING INSTITUTE OF FASHION TECHNOLOGY

BUNKA FASHION COLLEGE



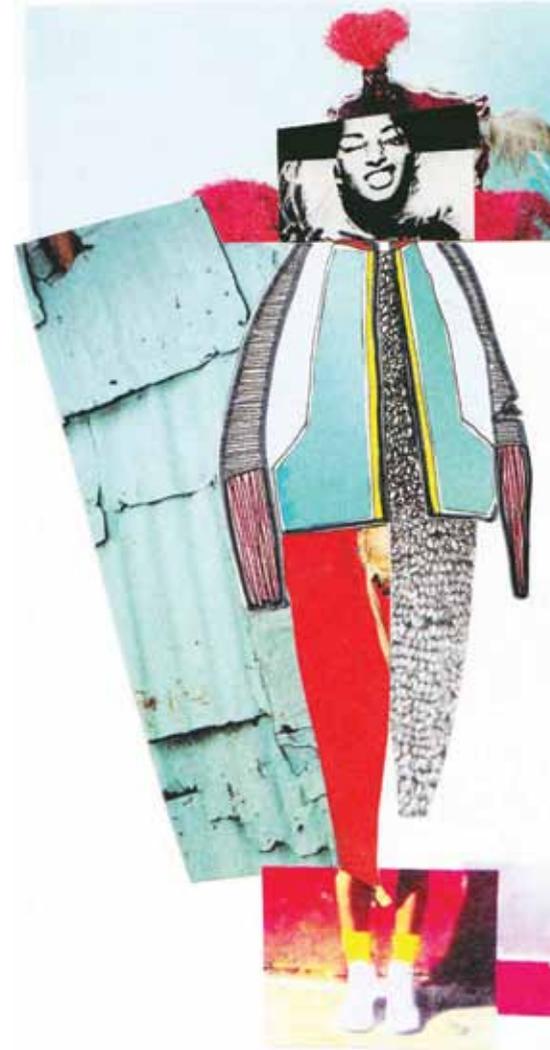
Royal College of Art
Postgraduate Art and Design

**ROYAL
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NATALIJA MENCEJ

My initial inspiration came from the work of artist Enrique Gomez De Molina who creates his sculptures by mismatching different body parts of different animals. My idea is to create my own new urban species. The Bad and the Good. The Evil and Good. The Bad seems to be black but all colours are 'almost' black. The Good seems to be white but colours are "almost" white.



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CHLOE ORANGE

The inspiration for this collection was driven primarily by my interest in the transient lifestyle of nomadic societies. The silhouette and form of the garments grew from my fascination with the constant upheaval of their itinerant lifestyle, and the facility to pack away life's precious and necessary belongings into well-considered, oversized bundles. Colour, surface texture and quirky decoration were inspired by my love of ancient and traditional ceremonial tribal costume, particularly those of West Africa and New Guinea.



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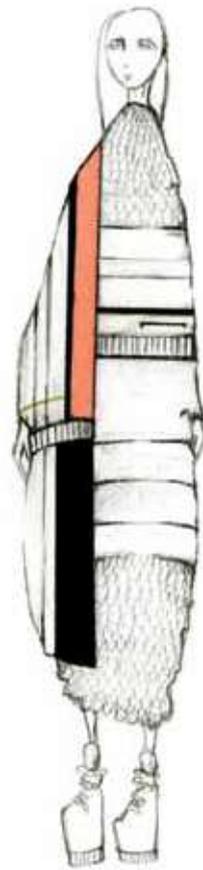


JANNI ANNINA VEPSÄLÄINEN

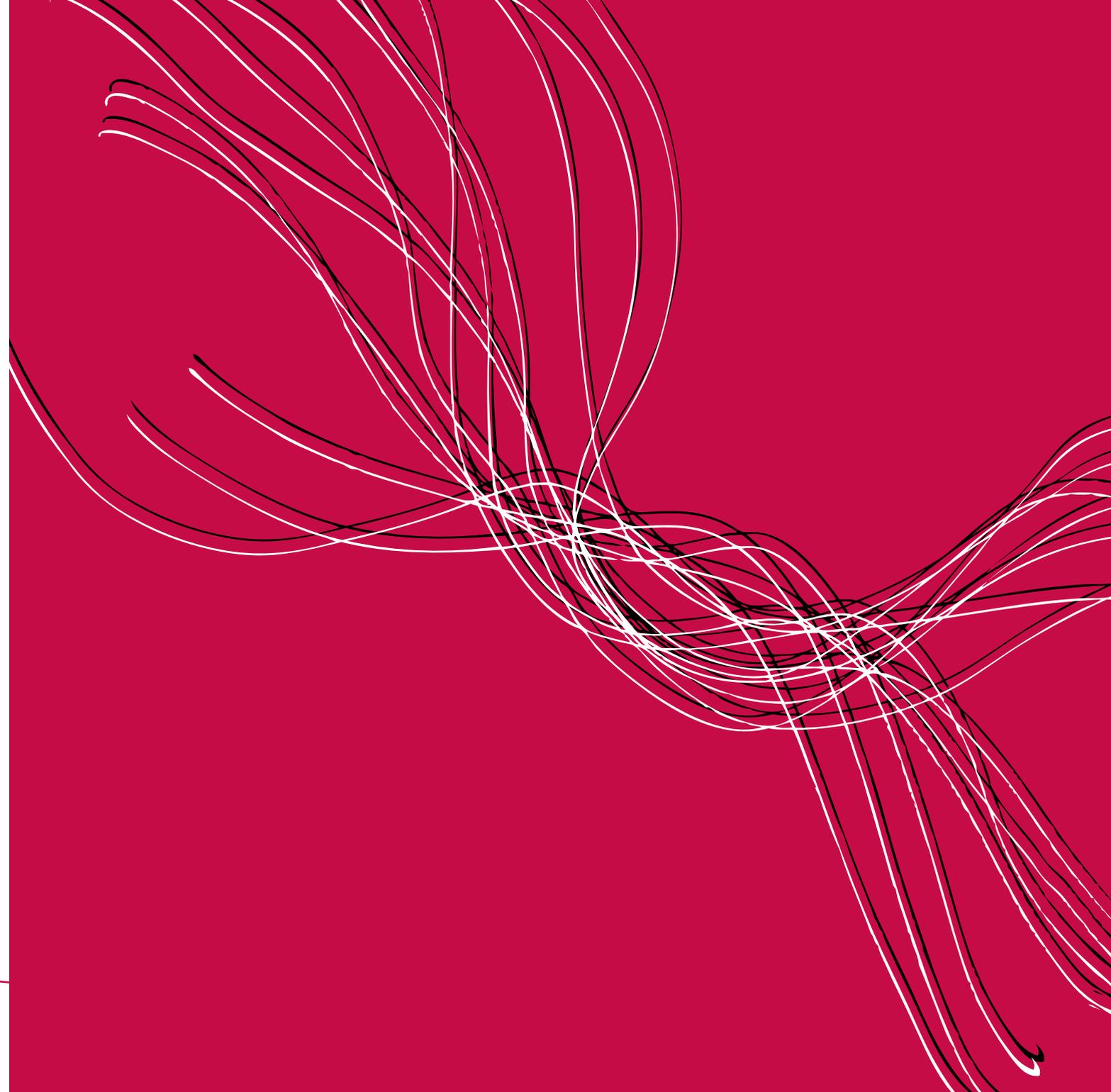
My concept is built up around some of the key words presented in the brief. These words are:

- Graphic elements
- mix up, break up
- chromatic contrasts
 - printed
 - coatings

Freely mixing the ideas and associations behind these words I am going to make two knitted outfits.



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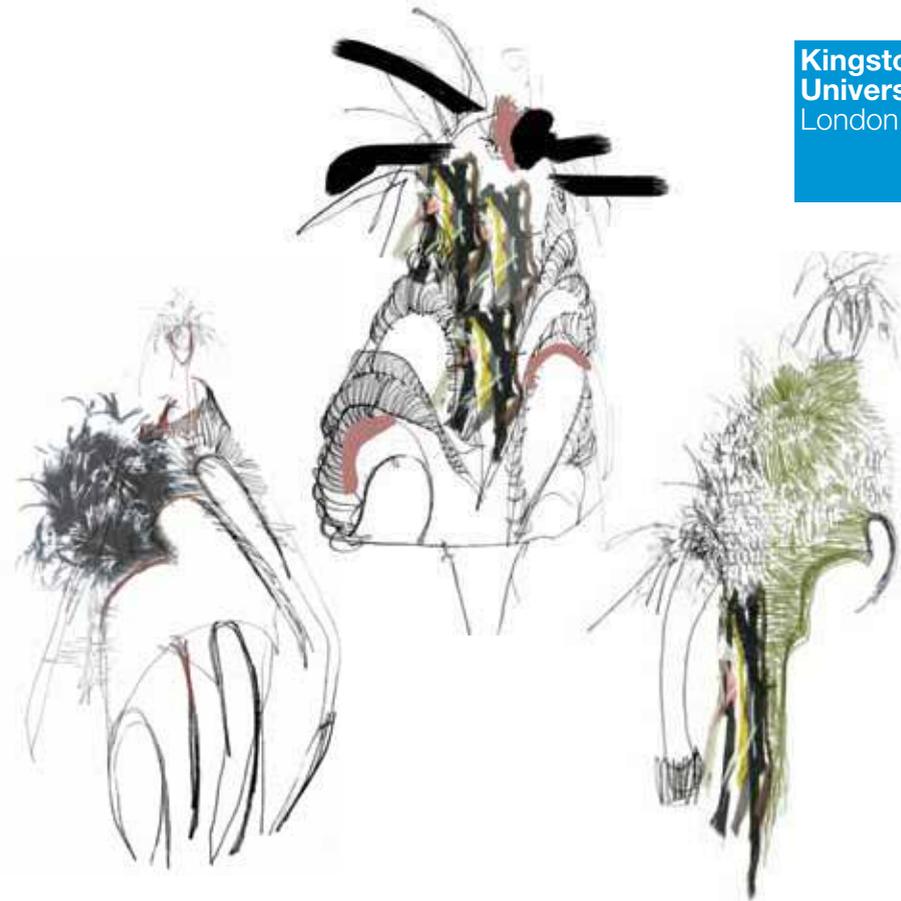


TANYA LESKINEN

My inspiration for Feel the Yarn was sparked by exploring the juxtaposition of smooth and rough - putting textures together which differ greatly to create unexpected and new surfaces. Fine and elastic knits like a second skin sits amongst, under and over voluminous padded surfaces. Like the surface of the armadillo, thick and compact knits in concentrated spaces provide interesting surface pattern. Enveloping and sheer under layers play against textured melange

mohairs. Brushed fibres protrude through chunky stitch detailing and flatter surfaces. Fluffy yarns are built up amidst smooth fine gauge knit to create embossed effects. Sheer knits are stretched over areas of dense knit and embellishments to reveal a suggestion of what lies beneath. Colours are mottled with

melange in greys and powder blues, offset by sunflower yellow. Fawn and nude hues provide a palette for building up layers with accents of poppy red. Silhouettes are semi structured; informed by yarn qualities. With sections of volume contrasting against soft fluid drape.



- Undulations
- Perfect yarns
- Graphic elements
- Metamorphosis
- Voluminous
- Three dimensional
- Plumage
- Anthropomorphic shapes
- Unexpected volumes

My concept is inspired by the metamorphic and transitional stages of the penguin from fluffy new born to the

sophisticated and beautifully coloured full grown bird. Being able to represent Filmar in this collection is evocative of using contemporary ways of wearing cotton in layers. Needle punching, ripple stitches, embellishment, mesh like lace holes and combining weights with maribou feathers culminates in areas of compact and volume.

The bold and graphic lines of the striking penguin are sharp, crisp and dynamic



LUCINDA POPP

against the dramatic volume of the feathered areas creating curved linear lines.

The colours used are gradients of grey from dense black to bright white with dappled and speckled highlights to represent the feather textures. In contrast, the soft pinks and hint of green create a refreshing new a/w palette.

My final outfits will exhibit modern layering and innovation of texture that utilises the Filmar cotton yarns.



**VALERIJA
ANTONIJA BRAIKO**

21st Century Romance.
This classically romantic theme
represents craftsmanship,
luxury and the pursuit of beauty with a
unique futuristic touch.
What does it feel like entering the
comfortzone of lovers? It feels smooth
like silk and cashmere and
electrifying like a kiss.
Delicate materials suffused with light
when touched encounter passionate
design and flawless classical shapes.



Highly communicative wear that
feels like pure bliss.

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**HANNAH
SEIDELMEYER**



Second Skin
nudeness and protection

A new feeling for knit.
My inspiration comes from the
clarity of geometry and the natural
protectiveness of skin.
The outfits in fact stand for a second
skin and the designs show the
characteristics of a membrane.
Transparency, geometric shapes,
silhouettes and the use of materials

like leather, which is actually
processed skin and multi layer
fabric, which protects the skin this
is what highlights my vision of the
metamorphosis from nudeness and
vulnerability to protection.



ACCADEMIA DI COSTUME E DI MODA

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GIULIA ASTOLFI CAROLINA RUSSO

Painting the body to define our identity with the world around, feeling in harmony not only with what is visible but also with the invisible. It's Cecilia Paredes, Peruvian artist. The mimesis is the interpretation. One construction of architectural cuts, a play of prints and neutral colours. Fabric textures, overlapping and panels which remind of the highest ideal of femininity. Elegance and clarity of shapes. A delicate



woman, sensual but with a strong personality, an ethereal unexpected allure. A step further. Experimental research of new materials applied to oversize shapes for a language that combines rigor and creative daring.



ACCADEMIA DI COSTUME E DI MODA

ACCADEMIA DI COSTUME E DI MODA



GIULIA TESORIERE

Cold shades for a woman who is passionately romantic. Fluffy carded yarns envelop the body outlining it. Traditional seams are almost totally annulled by innovative or "prehistoric" junctions, obtained through threads which are knotted together. These threads let the gentle nudities unveil which are otherwise hidden. Mix of thick and covering stitches, even though important, compose the different parts of the garments, enhancing the beauty and the real essence of the woven knit without unnecessary decorations, in a slightly graceful shape and at the same time contemporary.



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THE HONG KONG POLYTECHNIC UNIVERSITY — INSTITUTE OF TEXTILES AND CLOTHING



CHUN SAN CHIN

My inspiration comes from an image of a naked body which is wrapped in translucent techno-films. The smooth and transparent surfaces of the film inspired me to mix with knitwear and create a new feeling for knit. In my designs, plastic films are coated on knitwear to give interesting texture and visual contrast; exaggerated three-dimensional patterns are produced by vacuum forming to produce a tactile feeling on knitwear.



THE HONG KONG POLYTECHNIC UNIVERSITY — INSTITUTE OF TEXTILES AND CLOTHING



WAI KIT WAN

The essence of this collection is to create unique and textural knitted surfaces by making references to objects from the nature like bark of trees, spiders and octopuses or from different cultures like African tribal body carving and Japanese traditional tattoo. They are things that give one-of-a-kind visual and textural sensations. On the other hand, by making references to things from the nature, it reminds us or gives us an opportunity to look back into and to admire the, perhaps, long-ignored beauty of nature in the

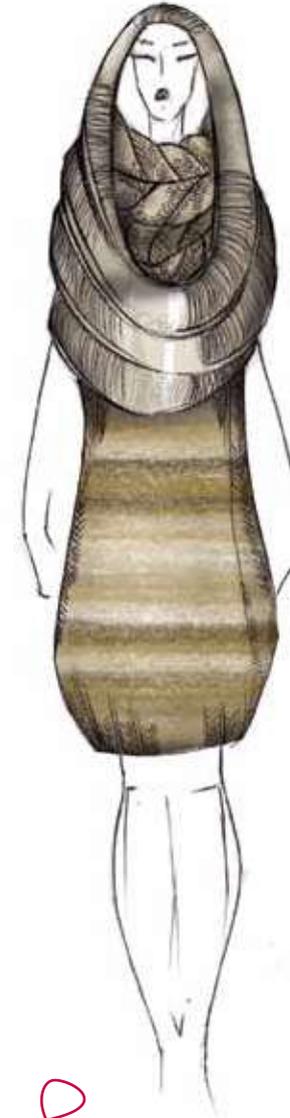
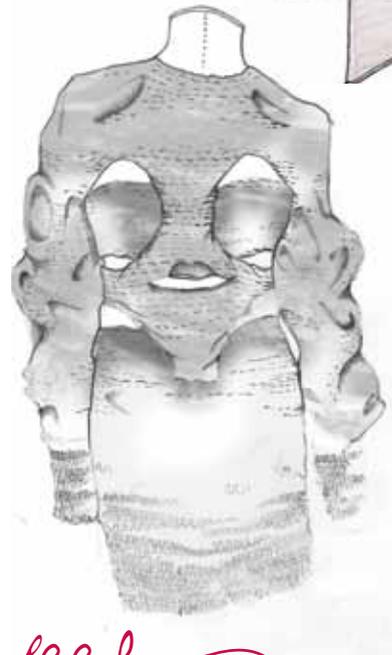
era of rapid development of technology and civilization. This inspires the use of contradictive materials on each garment from this collection to bring out the vibe of it. Instead of focusing on the knitting structure, this collection takes a different approach to experience knitted materials with non-knitted materials like woven fabrics or with various finishing techniques to explore new presentation of knitwear design with yarns and knitting structure not being the only elements that contribute and inspire the final textural knitwear design.

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GIULIA CONVERSANO

Threads that intertwine with contrasting gauges, sometimes envelop or hide the human features of the body, enhancing the thin but undeniable bond with the shapes of surrounding nature.



VALERIA PETRIS

The body must be protected, hidden and enveloped in warm organic and soft shapes. Play of interlacing and colours create and remind of a natural inspiration: body and nature fuse together and become an unique element. The colours are based on neutral tones which are composed by shades of beige, sand tones, browns and grey with an unique variation to reds, combined with yarns by different thickness and weights to give protection and a warm enveloping sensation, central idea of these garments.

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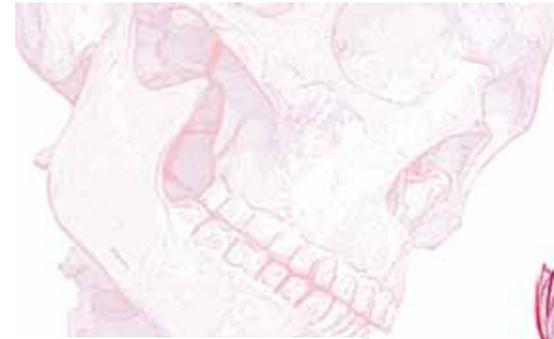
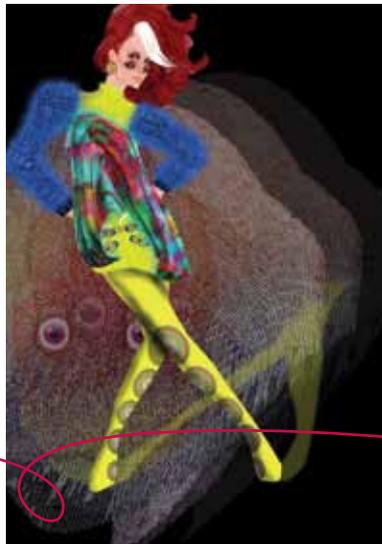
YIYI GUO

Eyes is the windows of heart. We can not only feel love through lover's eyes but also transmit our love to lovers. Through eyes, we pull our lover into our soul, through eyes, we pull our love to forever.

I use eyes as my inspiration. Different kinds of colors means colorful eyes. Colorful mood and colorful soul. So I use colorful yarn to show my interest.



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DI ZHANG

Charming appearance, Poisonous soul. If you fall in love with her, You'll never pull yourself free...

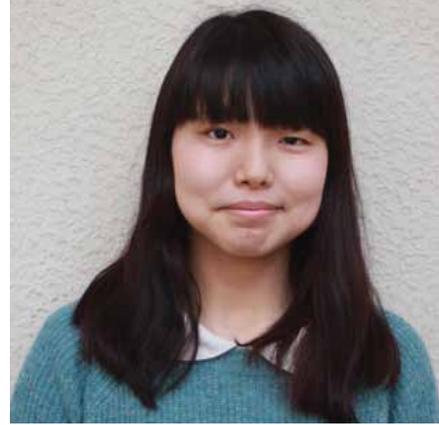
Inspiration from poppy flower, blood vessel and skeleton. Poppy flowers with beautiful, charming appearance blossom from the skeleton, fed by the blood. Like some women who wear beautiful dress pull your eyes and heart. If you fall in love with her and are addicted to her. Just feel like take drugs, you'll never pull yourself free.

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THE
YARN



SACHIKO FUKUI

Inspired by the flow of water and fluidity.
My design developed into a drape and a soft silhouette.
Simple yet having a three-dimensional effect.
I express the change of the surface created by one thread.



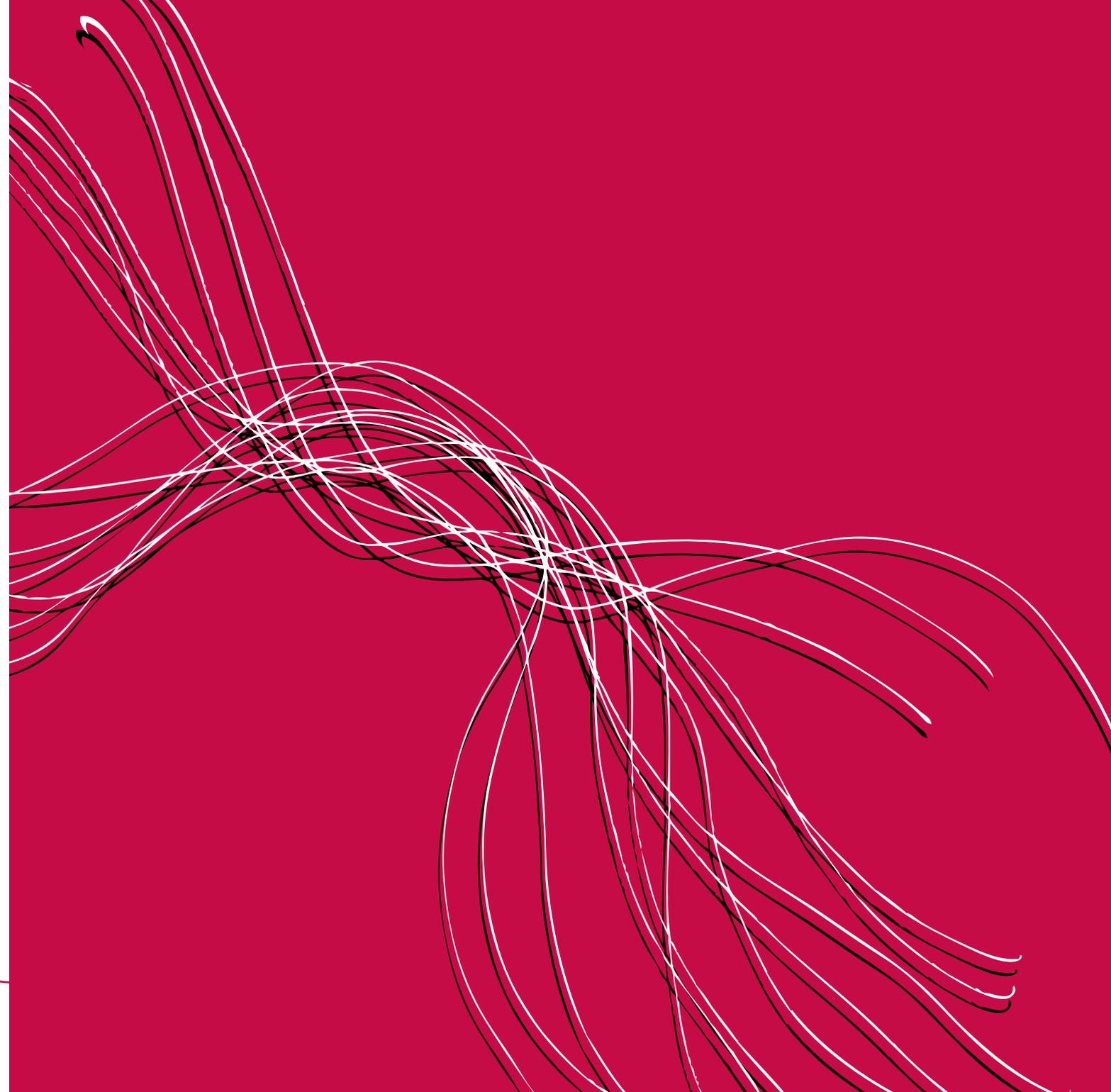
SHIORI NISHIMURA

Bird.
Some are adorable, some are valiant and dignified.
We are charmed by its appearance.
My collection is mainly used of the fancy yarn to express the image of the pattern of wings, vivid colours and its silhouette.



MAYUKO SUZUKI

My inspiration came from a Japanese traditional tiled roof and a starlit sky. I express the scenery of traditional houses shrouded in the dark blue sky by using knitwear.



SPINNERS

Di.Vè

www.filaticidive.com - stand C/1-5 Ground Floor

Filati Be.Mi.Va.

www.bemiva.it - stand G/7-9 Ground Floor

Filatura Papi Fabio

www.papifabio.com - stand C/2-6 Ground Floor

Filmar

www.filmar.it - stand G/3-4 Ground Floor

Filpucci

www.filpucci.it - stand D/14 Lower Floor

Gi.Ti.Bi. Filati

www.gitibi.it - stand C/16 Lower Floor

Giorgini Silvano

www.giorginisilvano.com - stand C/13 Ground Floor

Ilaria Manifatture Lane

www.ilaria.it - stand B/2-4 Ground Floor

Industria Italiana Filati

www.yarn.it - stand D/1 Ground Floor

Lanecardate

www.lanecardate.com - stand B/6 Ground Floor

Lanificio Dell'Olivo

www.lanificiodellolivo.it - stand A/3 Lower Floor

Linsieme Filati

info@linsiemefilati.it - stand C/7 Ground Floor

Loro Piana & C.

www.loropiana.it - stand G/2 Lower Floor

Manifattura Igea

www.igeayarn.it - stand B/14-16 Ground Floor

New Mill - Fashion Mill

www.newmill.it - stand D/8-11 Ground Floor

Pecci Filati

www.peccifilati.com - stand F/2 Lower Floor

Pinori Filati

www.pinori.it - stand B/3 Ground Floor

Zegna Baruffa Lane Borgosesia

www.baruffa.com - stand I/1-9 Ground Floor

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