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Milano Unica's trend area inspired by a hotel resort ambiance

Photo: Maria Cristina Pavanini



THE SHOWS

# Discover Milano Unica's travel guide of style

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by **Maria Cristina Pavarini** – February 04, 2022

Despite the slow return to normality, reduced revenues within the fashion industry and a lower number of exhibitors and visitors, the last edition of *Milano Unica* held on February 1-2 has reached some encouraging results, and infused in its participants a sense of trust and rebirth.





Visitors at Milano Unica

The show was held on two days only, it hosted 342 exhibitors (27% more than in July 2021) and was visited by 3,600 companies, 16% more than in the previous edition, of whose 2,850 Italian ones (10% more than six months ago), and 750 foreign ones (35% more than in July). Among visitors from foreign countries there were the UK, The Netherlands, Poland, The US and France.



## Leaving for vacation

The show's main theme and trend forum for s/s 2023 was inspired by the idea of vacations and set within a huge imaginary Milano Unica luxury hotel. Among the "destinations" of this trip visitors could choose among - Ecoresort, Ecoyacht and Ecopalace - three main trends meant to inspire sustainable holiday references like nature, the sea, the sun, the beaches and cultural cities.

Also Milano Unica exhibitors have defined the main "trend destinations" where they feel the market is moving. The SPIN OFF has picked some most significant ones.



## **Passion**

Love was in the air during the last Milano Unica. While the show underlined the importance of education, especially for forging the next generation of entrepreneurs and designers, among the events hosted by the show, Brunello Cucinelli, visionary entrepreneur and founder, Brunello Cucinelli, kept a talk with fashion students helping them understand how to follow their inclinations. He said: “I think what counts in life is to follow own’s own crazy passion. Start creating your ownbrand and follow it. Even if it won’t become very big and famous brand, follow it with care, love and your greatest passion.”

Also, Federica Annovazzi, owner, Iluna, a specialised lace manufacturer, believes in the importance to follow one's own passions, though for different reasons. She said: "Our times are dominated by the desire to do, go out and avoid the coziness to stand still. I think that to do all this one needs to follow a great passion, as we do in producing our fabrics."

Iluna followed this direction by taking a more ecofriendly direction and has been increasing its production of sustainable laces season after season. For s/s 2023, 70% of its offer is GRS certified and its Classic Beauty collection is 100% GRS certified. For the season it has developed a series of innovative products including laces completed with lurex. Others mix a chenille yarn with FSC-certified viscose and Renycle yarns, a product by Radici Group obtained by recycling nylon 6, a high-value material with excellent strength, softness and versatility.

## **New Naturality**

Going back to nature and taking care of it continues to be a must, though some manufacturers have just developed some new natural materials that can truly help to preserve the environment as they are based upon it.

Among them for instance, Albini, through its Albini Next textile research hub, has developed Re-Oxyde, an upcycling project, which uses inorganic pigments based on iron oxides, obtained by recycling ferrous waste materials from the home appliance industry.







Photo: Albini Group

Albini Off The Grain



Another upcycling project is Off The Grain, and originates from the food industry thanks to the collaboration with Riso Gallo, a leader in the production of rice in Italy. This new type of dye is obtained from a by-product derived from the processing of a particular variety of black rice grown by Riso Gallo.

Hemp Feel is a new green softening product to be used in the finishing phase, done with a vegetable oil containing hemp oil. This product, which came into being thanks to a collaboration with Montex Italia, contains no silicone and does not release microplastics.



Grounded Indigo, also developed by Albini Group, is a natural indigo substance obtained from regenerative agriculture.



Photo: Albini Group



Albini Grounded Indigo