

FILOSCOZIA COTTON RELAUNCH Filoscozia, a name well known in the past for the excellence of its cotton products, is to be re-launched for S/S 2014, building on its past glories and with a restyled logo. A high-quality cotton yarn, **Filoscozia** is produced from the finest extra-long-staple (ELS) cotton, which has fibres over 43 mm in length, making it durable and naturally shiny. After combing, twisting, gassing and mercerizing, the cotton's natural characteristics are enhanced and it becomes more absorbent and less prone to shrinkage.

The yarn was well known for its extreme comfort next to the skin, because its silkiness and low-pilling were maintained throughout its long life and because it kept its vivid tones. But the brand's good reputation became tarnished by a proliferation of fakes. Now putting that right are cotton-spinning sister companies **Filmar** and **Olcese**, the accredited producers of the **Associazione Filoscozia** responsible for the brand development, who are sponsoring the re-launch of the brand.

As part of the relaunch the spinners will collaborate with fashion and design institutes so that young designers can get to work with the yarn. The first stage involves a group of students working with **Filoscozia** to create "socks playing to be not socks" using original but functional knits with a texture designed to complement the yarn. This initial project will be presented at Expofil in Paris.



 **filoscozia**[®]
the original

**It's not easy
to be me.**

Naturale, sottile, tenace, brillante.
Solo l'originale Filoscozia
è il superfilo!

prodotto e distribuito da **Filmar**[®] e **Olcese**[®]
www.filoscozia.it