


FASHION / TEXTILES

Milano Unica Highlights Innovation, Sustainability Amid Business Slowdown in Q1

Although exports of Italian textiles decreased 2.3 percent to 806 million euros in the first three months of 2019, exhibitors took it in stride.

By [Martino Carrera](#) on July 16, 2019



 The scene at the 29th edition of textile trade show Milano Unica. Courtesy Photo.

MILAN — Exhibitors at the 29th edition of the [Milano Unica](#) textile [trade show](#) were blunt as they noted business in the first months of 2019 has been underperforming, dented by geopolitical uncertainties, soaring prices for raw materials and the casualization trend.

The three-day event, which closed here on July 11, spotlighted innovation in both products and processes. Innovation was also seen as the real driver for a more sustainable approach to business at [Milano Unica](#), where stretch and performance fabrics stood out among the key trends.

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“I’m busy fine tuning a company that had gone through six to 12 months of confusion,” Canepa explained. “The company I found was less efficient than when I left, but over the past three months it has already changed its aspect,” he said touting the firm’s expertise and industrial assets and adding sales for the spring 2020 season already exceeded the target set with the Court of Como. Although prudent given the restructuring phase and trade wars denting the business, Canepa said Italy, France, the U.S. and the U.K. are the best-performing markets.



A jacquard fabric from Canepa’s fall 2020 collection. Davide Sala/Courtesy Photo.

For the fall 2020 collection Canepa showed its high skills by offering a range of jacquard fabrics with 3-D effects that blend silk with polyester, viscose and Lurex threads to create realistic floral motifs, while printed textile spanned from greenery to geometric patterns in a range of pastel tones and subdued dark hues.

The silk specialist, through its Canepa Green Lab division, is upping the ante on sustainability by introducing GOTS-certified silks and cottons, as well as Global Recycle Standard-approved wools and polyesters. “Canepa has been a leader in sustainability having already aligned to the Greenpeace’s Detox standards, so that suppliers throughout our pipeline are responsible,” Canepa said.

The executive also revealed he’s working on a project of circular economy that will encompass recycling fibers, weaving and textile wastes in collaboration with the Apulia Politecnico university.