

Immagine Italia & Co. Passion and Beauty

The trade fair devoted to home lines, decorates fabrics and underwear comes back from 5 to 8 February.

In its third edition two outstanding novelties debuts, nautical and spas sectors, and the program enhances with many collateral events

"Immagine Italia & Co. – the president of the Chamber of Commerce of Pistoia, Rinaldo Incerpi says – is a young project, yet, able of becoming established among the most important trade fairs at international level.

This edition takes shape starting from the interpretation of the success Immagine Italia & Co. has already achieved while developing on greater ambitions."

The fair venue is, once more, the exclusive Fortezza da Basso in Florence: the ground floor and the basement of the Spadolini pavilion will house the preview collections of home linens and furnishing textiles while, in the penthouse of the same pavilion, visitors will be delighted by the new proposals and collections of underwear and lingerie. The Cavaniglia pavilion, a large exhibition area of more than 3,000 square meters, will offer its guests another refi-

ned frame for the collections of home linens and furnishing textiles.

From the 2010 edition, the Cavaniglia pavilion will transform into the special events scene that enriches Immagine Italia & Co.: fashion shows, workshops, showrooms and meeting-corners destined to share ideas and advice for the companies. From the collective underclothes-lingerie fashion show that everyday will give a 2011 fall and winter collections preview.

In the visual workshop The Shop that Gives Emotion the Edinterni specialists will give a techniques, tricks, and details course to transform the household linen sales

point into a real attractive epicentre. In combination, the seminar Fabric Perfumes will teach to realise scented and multisensory preparations in the sales point.

In the Eco-Friendly Corner fashion become eco-friendly: fabrics in natural fibres and low environmental impact products are the strength point of the lines proposed for the year 2010 by the companies exhibiting at Immagine Italia & Co. To this purpose, Immagine Italia & Co. welcomes, in the Cavaniglia Lounge, Class the only international forum for textiles, fashion, home, lifestyle, and design. It is a new way to do business through innovative, responsible and eco-friendly products, expressively thought for a better way of living.

Space to the art with the photographic show by Studio Linea Show in Prato A.A.A. Looking for Brand and with the exhibition of Tuscan artists Image Art. Lastly, Taste Tuscany: a daily appointment with degustation of Tuscan wine and gastronomy products. ■

