



### JIAM 2012 to be held during September 2012

Japan International Apparel Machinery Trade Show JIAM 2012 will be held at Intex in Osaka in 2012.

JIAM 2012 Executive Committee Chairman Daido Mima outlined the features of the forthcoming JIAM 2012 which, after seven years, is once again being held in Japan (JIAM 2008 was held in Singapore). He was pleased to confirm that all the major Japanese manufacturers, who are members of JASMA (Japan Sewing Machinery Manufacturers Association), have committed to participation in the show. Rather than going for sheer scale, these companies are focusing on bringing together the latest technology from Japan and overseas, and aiming to make the show a place where visitors can get the latest useful, high quality information.

After this, JIAM Desk covered administrative points, such as current details about show content and scheduling. It was also revealed that, in response to numerous requests from companies dealing with difficult economic and social conditions, the 'early bird' discount deadline has been extended.

True to the theme Creative Linkage – Innovative Technology for a Prosperous and Comfortable Lifestyle, centered on the sewing machine industry, JIAM 2012 is set to be an international trade fair that fosters new links between the apparel sector and related industries. It is being held from 19 to 22 September at INTEX Osaka.

Courtesy: JIAM Desk: Osaka International Trade Fair Commission, INTEX Osaka, E-mail: [jiam2012@fair.or.jp](mailto:jiam2012@fair.or.jp).



JIAM 2012 presentation at DTC 2011.

### BOTTO FILA: Autumn/Winter 2012-2013 Collection present in Milan

Multi-facet collections for the Botto Fila Woman and menswear were presented in Milano Unica, Fieramilanocity during September 13 to 15, 2011.

For autumn-winter 2012/2013 Botto Fila becomes a trendsetter, creating a collection that thinks outside the box, imagining how the fabrics will be used in the finished garment. The big innovation for women is in fact the creation of a multi-facet collection, presenting five wardrobes for her that personify five different directions, five different ways to express femininity in today's world. Five international fashion cities have been chosen to represent the five different ways of being a Botto Fila female.

In the **NEW YORK** collection, she wears neutral colours and precious fabrics, leaving exaggerated patterns aside for a more sober wardrobe.

**MILANO** meanwhile is a younger collection, with more feminine shapes that however embrace a more masculine mood with their colours and fabrics. Plenty of black and white and greys with flashes of lace-effect jacquard, damasks with a Sicilian feel combined with lurex, elements that totally emphasise femininity.

Traditionally English men's fabrics are a must for the **LONDON** lady, for garments in fine cloths with an almost tailored feel, ironically transforming boring design into fun and femininity, for example with stretch for improved fit.

Whereas the **PARIS** wardrobe is more mature and colourful. Important fine fabrics that however feature patterns and colour, in a style with more attitude.

Finally, there is the **TOKYO** woman, who chooses compact almost autarchic fabrics for volumes with a certain consistency. Patterns move aside to make way for the attitude of these very compact old-world fabrics and colours are either neutral or very bright.

Five cities for five different kinds of women who, while not sharing wardrobes, do however share Botto Fila materials. Just a few ingredients, appropriately modified and varied, for very different interpretations of the same product.

Having thought up different styles for her, Botto Fila then looks for diversity within the same style for him. The aim? To rework the male suit without upsetting its core nature, but by softening its rigidity.

So plain colours remain, as does grey, but there are also patterns, which live up plains in line with the season's trends, recognisable characteristic designs given a suitable modern makeover. Tone-on-tone ticks the box, as do colours blended into each other, mélange effects and checks, but only if faded and barely there.

Lots of experimentation with new materials also for jacket weights. Botto Fila has come up with weaves that copy knits, giving a new twist to outerwear, more informal and casual.

The men and women's collections have many points in common and even overlap and blend thanks to personalised fabrics used for both.

Cornerstones for both collections include the dynamic concept, divided into families of products for every need and use. For several seasons now the comfort of stretch fabrics has been a winner also for men, even featuring in formalwear.

Lots of stretch therefore, ideal for an increasingly tighter, waist-hugging fit, above all for trousers, in a worsted or flannel version, the latter also in wool and cashmere.

Must-haves finally are wool-silk blends, strong articles for both him and her, once again in both worsteds and flannels, where the richness of the blend allows all the sheen and opulence of silk to emerge. ♦

