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## The textile think-tank where ideas turn into projects

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Aged between 22 and 40, the Filorosso team of professionals and advisors know how to meet the most sophisticated needs of the fashion industry. Specialising in creative evolution, fabric selection, product development, and social and digital communication, Filorosso is Marina Aliverti's latest "creation", employing between 4 and 8 people depending on the scale of the project at hand. Based in Cernobbio, the hub – or think tank, as the Creative Director likes to define it – offers a journey through extensive archives preserving vintage patterns, fabrics and prints fashioned by creative artists and artisans from the Como area. With a team of dedicated internal and external advisors, the company embraces a new concept of customer care and brand strategy. Supporting Filorosso in strengthening its presence on social media and in developing sound IT skills is Lipomo-based Lake of Digital, a digital marketing agency, a co-working space that employs 10 young advisors – a figure set to grow. Modern-day patron, female manager, artistic director, fashion and jewellery designer, artist and successful photographer at the MIA Photo Fair, Marina Aliverti represents the third generation of one of the leading families in the textile industry of the early 20th century. Back in 1921 her paternal grandfather founded Aliverti & Stecchini, followed by Algèsta in the '70s, while in 1922 her maternal grandfather established I.S.I.S., a company specialising in natural and artificial silk and viscose rayon. Her strong determination

is the key to her successful career as a designer, which brought her to Milan, Paris, London and Florence and to collaborate with leading fashion houses from many different sectors: textile, clothing, accessories, sportswear and jewellery (Capucci, Colmar, YSL, Dior, Armani, Fürstenberg, Fiorucci and Ferré, to name a few). Thanks to her entrepreneurial spirit, Marina Aliverti has developed and designed her own ready-to-wear lines (Alisei and Marina Aliverti), of which she closely monitors all stages of production. As the manager explains, the mission of Filorosso is to 'guide international customers in the exclusive world of textile excellence with a tailor-made approach'. Designers and stylists meet and assist customers throughout the creative process with a carefully constructed and individually selected portfolio of unique ideas. Although mainly oriented towards foreign markets, their expertise, know-how, fabrics and creations are totally Made in Como. Being the leading player in Italy's luxury fashion industry, Como sees sustainability as pivotal to consolidate its leadership. In recent years investments have been made in research and development to transform the textile industry and make it more environmentally sustainable. Aware of this, fashion advisors work with textile companies to implement smart, green technologies and optimize the production chain in a creative, ethical and sustainable manner with a view to cutting time, costs, production waste and energy consumption.