

PONTETORTO IS CELEBRATING ITS 70TH ANNIVERSARY AND IS INVESTING IN SUSTAINABILITY, INNOVATION AND TAILOR-MADE SERVICE.

A woolen mill by birth, they invented pile in 1985 thanks to a revolutionary intuition. Today they have become a worldwide benchmark in technical sports and the fashion that matters.

The historical textile group from Tuscany is celebrating seventy years in business and is boosting its green footprint, technological innovation and tailor-made service, being driven by a truly modern vision and also being rooted into a strong attachment to their historical and cultural heritage.

Founded in 1952 by the Banci family and now owned by the Japanese group Daidoh Limited Clothing, Pontetorto is a world leader in advanced sports and fashion textiles with an export share of around 90%.

Pontetorto was born as a woolen mill, but today the Montemurlo-based company produces textiles with top quality natural fibres, recycled and regenerated for a true circular economy, as well as technological and sustainable yarns. Thanks to a cutting-edge in-house laboratory entirely dedicated to experimenting and developing the highest performances, Pontetorto fabrics are positioned in the very high-end market.

One of the company's most significant innovations was undoubtedly the introduction of pile fabric in 1985, a very revolution for the sector and a boost to the rise of sportswear, athleisure and performance clothing. And since then Tecnopile, the house brand that encompasses and identifies the main pile categories, has been at the very heart of the sportswear collections. It has recently experienced a sophisticated restyling which has both simplified its contents and emphasized its performance and will be presented at Performance Days in Munich.

"At the next international trade fairs," emphasizes Marco Toccafondi, SportSystem Head, "we will be presenting a sports collection we are having high expectations on and which has been today the result of month-long research and development. The challenge is to combine high performance with true sustainability by using green technologies, bio-based, biodegradable, recycled pre- and post-consumer yarns. This is a vocation for us, to the extent that the company's entire value chain is green oriented, from energy to water, through the entire production cycle. Today, the demand for ethics even in the performance sportswear is growing vertically and we are well equipped as to have these two souls coexist in our fabrics, seemingly far apart but actually sharing a common destiny".

The common thread connecting sports and fashion collections is undoubtedly sustainability, which is even more evident in the latter. For the autumn/winter 2023/2024 season," explains Roberto De Matteis, Vice President of Pontetorto, "we have emphasized our vocation for sustainable, well-made and well-finished fashion. We were among the first in Europe to have addressed the issues of environmental responsibility seriously and accurately when they were not yet marketing content and this has been our stance since ever. Thanks to both a constant research and the support of our Design Department we have highlighted the green soul of our special products, fabrics for coats and outerwear. At the same time, we have concentrated on jersey to suggest a new way of combining fashion and performance, fashion and function. The colour palette ranges from sugar paper to red-purple, passing through earthy colours".