

Press Release

A Successful Third Edition for Firenze Home Textstyle

Over 1,500 buyers from 32 countries, more than 70,000 views, 92% of exhibitors satisfied

Florence, 8th February 2021. The third edition of **FIRENZE HOME TEXTSTYLE** – the most important Italian furnishing textile fair – successfully closed tonight (Monday), seeing the participation of around fifty leading companies of the sector which, for four consecutive days, showcased the latest collections and the iconic creations of the brands represented on a virtual platform.

While awaiting the return of the physical fair inside the pavilions of the Fortezza da Basso, in 2022, exhibitors expressed their satisfaction, appreciating the benefits of the platform activated by **Firenze Fiera**, which allowed a successful matching with over **1,500 new high-profile buyers coming from 32 different countries**, generating over 70,000 page views.

Webinars aroused great interest, showing the fashion design trends of the textile world, and already giving a preview of the 2022/2023 Autumn/Winter season trends. The commercial section was supported by the project **WUNDERKAMMER – La stanza delle meraviglie (The Room of Wonders)**, an area entirely dedicated to artistic textiles amidst tradition, innovation, and design, preserved in prestigious Tuscan locations such as the **Antico Setificio Fiorentino (the Ancient Florence Silk Factory)**, **Fondazione Lisio**, the **Stibbert Museum**, the **Textile Museum in Prato**, and the **Straw Museum in Signa**.

FIRENZE HOME TEXTSTYLE 2021 will continue until **21st June 2021** with **“Business Goin’ On”**. Four months of activities and new opportunity businesses, during which exhibitors will keep on meeting buyers virtually, thanks to organized and spontaneous meetings, and presenting their company and show rooms to operators thanks to the Video Live Experience. The event will close with the **Firenze Home Textstyle Awards 2021**, on schedule for **22nd June 2021**.

“I think that moments of crisis always create new opportunities, as proved by this first digital fair, which was successfully held and made companies and buyers extremely satisfied”, said **Lorenzo Becattini, President of Firenze Fiera**. “Our hope is to be able to organise live fairs again and to benefit from the endless potential of the Web as an amplifier, as well as a strong boost to intercept all those highly qualified international clients living in faraway countries, who could normally find it hard to visit our fair”.

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