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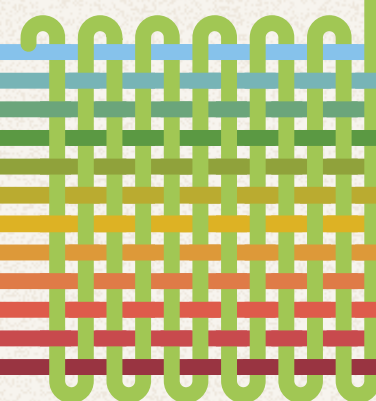
Alpine Space

AlpTextyles

AlpTextyles
Project Stand at
Milano Unica

Alpine threads between tradition and innovation

INTERTWINING CULTURES



JULY 8-10, 2025
MILANO UNICA
FIERA MILANO, RHO (IT)

**EVENT
SCRAPBOOK**

*An immersive journey through Alpine fibers, stories,
sustainable and circular future*



AlpTextyles is an Interreg Alpine Space project that gathers the heritage of Alpine textile ecosystems to develop collaborative business and cultural solutions toward a circular and sustainable textile industry.

SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME



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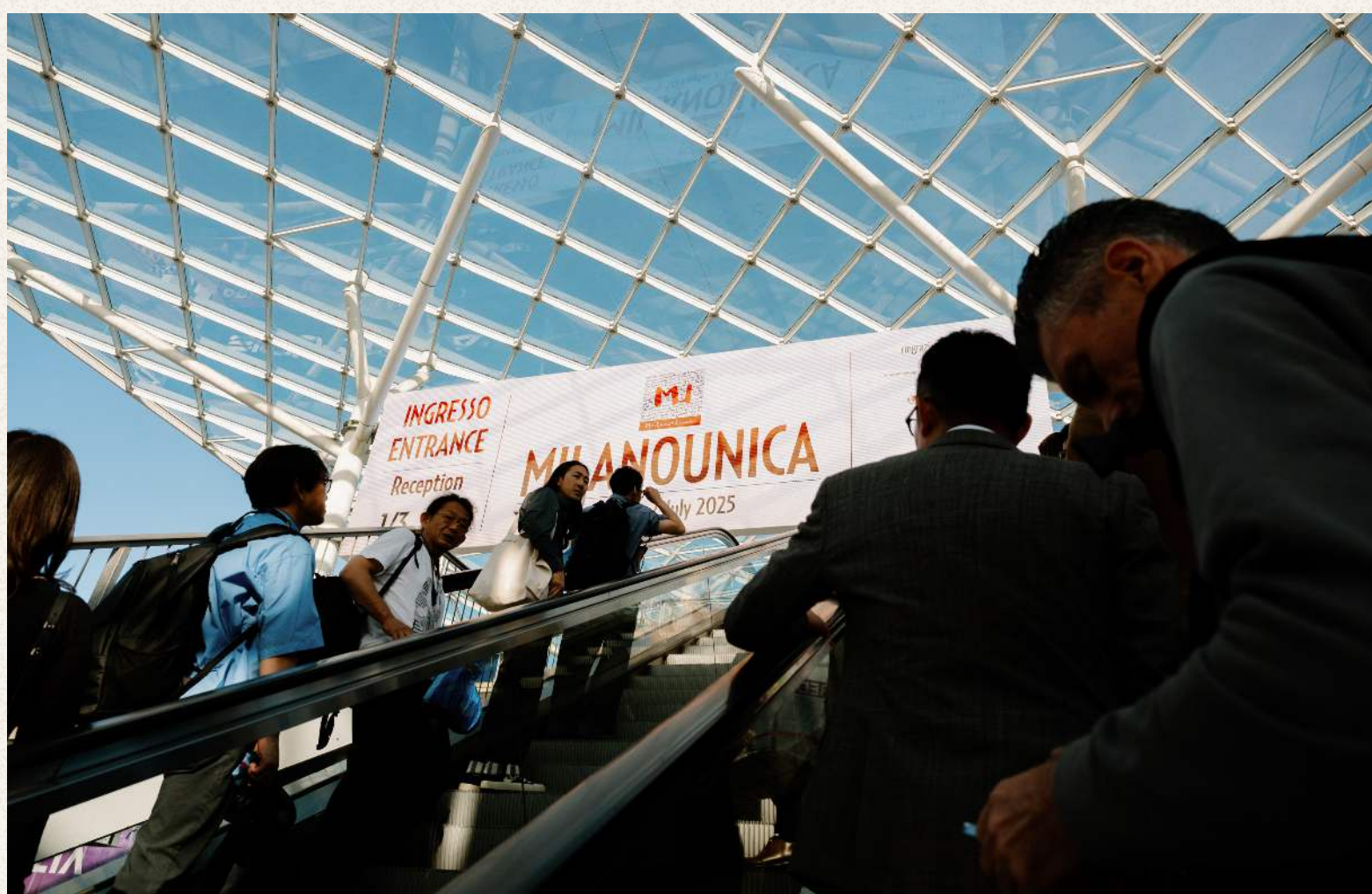


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AlpTextyles Stand at Milano Unica: “Alpine threads between tradition and innovation”



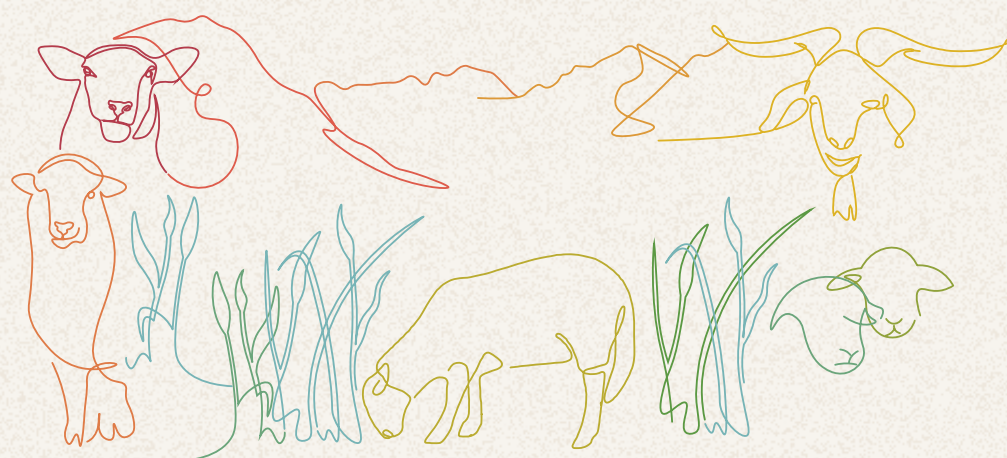
At the 41st edition of Milano Unica, AlpTextyles unveiled an **immersive experience** far beyond a traditional textile exhibition.

A forward looking vision, at the intersection of heritage and innovation.

From July 8 to 10, the Interreg Alpine Space project brought to life a dynamic, **multi-layered** stand that traced **the evolution of Alpine textile heritage** — from its deep-rooted traditions to its digital and sustainable futures.

AlpTextyles — Intertwining cultures

Click for AlpTextyles Presentation Video and discover how it all came into being, one thread (and mountain and Project Partner) at a time.



AlpTextyles
INTERTWINING CULTURES

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A 120 square meters stand, strategically positioned
in the Trends & Innovation Area

The AlpTextyles **Alpine threads between tradition and innovation** stand invited visitors into a **multi-sensory narrative** comprising fibers, craftsmanship, storytelling, and cross-generational dialogue across both physical and digital realms.



Coordinated by **12 partners across 6 Alpine countries** (Austria, France, Germany, Italy, Slovenia, Switzerland), **AlpTextyles connects living heritage with circular strategies**—merging ecological responsibility with cultural education and experimental design.





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AlpTextyles

A multi-sensory journey, dividing the exhibition space into key thematic areas

The material roots: the fabrics

This section was the fruit of **tireless experimentation on plant-based natural dyes and traditional techniques, yarns from native sheep breeds**, traditional dyeing experiments, and artisanal fabrics.



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The material roots: the Wool Library

The area featured raw materials and objects sourced from various **autochthonous and endangered Alpine sheep breeds**, accompanied by a dedicated **Wool Library** — a tactile display of yarn samples and cards celebrating the biodiversity and cultural value of regional textile traditions. The Wool Library is the result of **a collaborative pilot initiative** that documents the characteristics of Alpine sheep fibers through scientific analysis and hands-on processing. It invited visitors to **rediscover the potential of wool in all its forms**, moving beyond fine grades to embrace the richness of lesser-known varieties.





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The project as a story

The **AlpTextyles Living Exhibition** was printed on ecological fabric panels, tracing and opening up to the public the work carried out over **four avenues of research** including mapping the current status of the textile industry, evaluating the contribution of the textile living heritage and the engagement of local communities in informing future solutions, focusing on consumer insights around the perception of Alpine goods, testing sustainable techniques, exploring new forms of cultural transmission, and many more.





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Digital futures

One of the most captivating areas was the virtual corner. Here, visitors explored the AlpTextyles Metaverse — a digital space that **translates Alpine textile heritage, cultures, and landscapes into an immersive experience**, blending traditional archive pieces with contemporary designs especially made for the project.



[AlpTextyles
Metaverse](#) PREVIEW



[ALPTEXTYLES
MOOC](#) PREVIEW

The zone also previewed the upcoming AlpTextyles MOOC, the **Massive Online Open Course promoting circular and heritage-based practices** in textile production and education.



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Stories woven to wear

Garments **developed by young designers, artisans, and SMEs** were on show — each the result of collaborations initiated through the AlpTextyles project. Accompanied by AlpTextyles Narrative labels, the clothes revealed new possibilities for ethical fashion grounded in heritage.

From archive to atelier: young visions for Alpine fashion

Among the stand's highlights were capsule collections developed by young generations from across the Alps. Interpreting **archival material through a contemporary lens**, designers and students designed and prototyped garments using **a special fabric developed ad hoc by AlpTextyles**: a unique blend of yarns from different Alpine regions. These pieces were also **reproduced in 3D and displayed in the virtual showroom**, extending the collection into an immersive digital realm.



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A capsule collection by students from Istituto Marangoni Milano.

The garments emerged from a **cross-disciplinary workshop where students integrated Cantù lacework** (in collaboration with Marco Fersino Ribeiro Amorim and the Cantù Lace Promotion Committee) **with digitally-inspired silhouettes**. The versatile handwoven textiles from Tessitura di Valposchiavo in Switzerland, developed for AlpTextyles by blending yarns from Austria and Italy, served as the base — linking cross-border narrative and craftsmanship.



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Coat-turned-knitted dress by Shuzo Matsuhashi's (Montafon)

The masterpiece was designed using Montafoner Tweed (50% Montafon Stone Sheep wool and Schöller wool), testifying to the **transformation of heritage textile into fluid, contemporary fashion**.

All stages — spinning, weaving, washing — occurred within the Alps.

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UMID – Una Montagna Indosso by Francesco Ferrero

Created in partnership with Regione Lombardia local craftswomen and textile SMEs, this collection with **fabrics handwoven in Valposchiavo (CH) and industrially produced and knitted in Lombardy** out of **Bergamasca and Montafon Stone sheep wools** speaks of protective, resilient design. Each piece from the UMID collection embodies **the mountain as “a guide — not a backdrop”** — a true tribute to Alpine life.



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Case studies from real-world brands

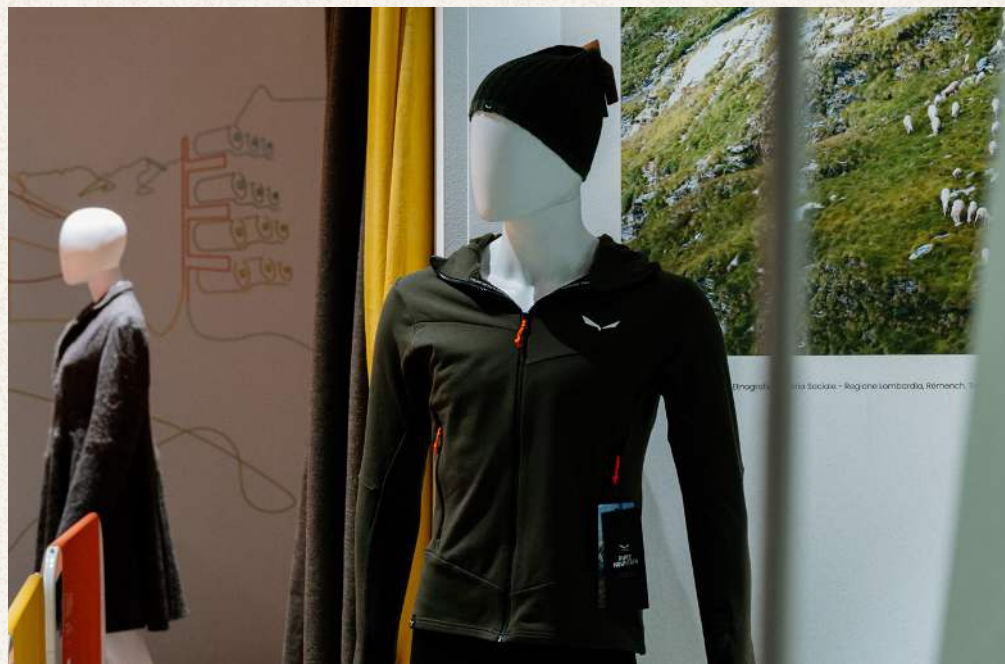
On display were also pieces from two of the most relevant brands that align with the project's vision.

Salewa

"Designing warmth, sustaining landscapes"

Using South Tyrol's Villnösser Brillenschaf wool, Salewa's technical wear (hoodie, leggings, beanie) merges performance design with local sourcing—supporting shepherd communities and circular economies.

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Trans:humance & Larouto

"Walking with wool, reviving the Merino d'Arles"

Revitalizing Merino d'Arles wool via a cross-border production chain (France–Italy–Germany), Larouto products (jacket, shirt, leggings, socks) highlight pastoral heritage, ecological responsibility, and UNESCO-recognized transhumance cultural practice.

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Guided visits

The project team had the pleasure of **welcoming 20 professionals and institutional representatives** and almost **60 students and 4 mentors from Istituto Marangoni** to the stand for a guided tour, walking them through every stage of the project — from initial research and first experiments to the final outcomes in physical and virtual form. Their engagement offered a glimpse into the educational potential of a project that bridges disciplines and generations.





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A platform for collaboration and future perspectives

Milano Unica proved to be a moment of recognition and momentum for AlpTextyles. Over the course of three days, the stand recorded **a footfall of over 1,500 professionals from across the fashion and textile industry**, as well as journalists, policymakers, and cultural actors. Visitors were invited to watch short documentaries on the project's pilot actions — from plant-based dye workshops in Slovenia to flax harvest celebrations in Switzerland, and from transhumance walks in Valle Camonica to community festivals across borders.

Every detail of the display — whether material or digital — reflected the project's core message: that **heritage is not static, but a resource to be re-imagined, re-designed, re-shared**. In a moment of growing urgency around climate and resource use, AlpTextyles champions the idea that **a more sustainable textile industry and greener consumers' lifestyles can be built on deeply local foundations** — weaving together memory, landscape, and creativity, **intertwining cultures**.

As read on

[Superzoom \(EN\)](#)

[Superzoom \(IT\)](#)

[Fibershed \(EN\)](#)

Looking ahead

As the project moves toward its closing phase, AlpTextyles continues to produce tangible outcomes for the sector: **toolkits for cultural institutions, orientation guides for SMEs, a policy brief** for decision-makers.

Events such as the AlpTextyles Community Festival in Valle Camonica and the upcoming Living Experience Festival in Slovenia and Business Day in Lyon further extend the network of exchange and innovation that the project has cultivated.

In this sense, Milano Unica was both a milestone and a launching point: a space to celebrate what has been done and to spark new connections across Europe's textile and cultural ecosystems.



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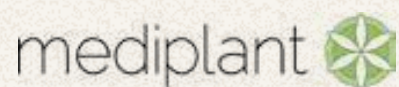


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PROJECT PARTNERS



EVENT DETAILS

July 8-10, 2025
Milano Unica at Fiera Milano
Innovation Area - Hall4 T08
Rho, Milan, Italy

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LINKS

[Website](#) [LinkedIn](#) [YouTube](#) 

DIGITAL SPACES

[Metaverse](#) [MOOC](#) [Digitized Collections](#) [Montafon](#)[Polo Poschiavo](#)[ZRC SAZU](#)