



(from left) Andrea, Fabio, Silvio & Stefano Albini



Silvio Albini

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## Cotonificio Albini bets on casual-chic market

by Maria Cristina Pavarini – 12. Juli 2016

Specialized shirting fabric manufacturer Cotonificio Albini is celebrating its 140 anniversary with many initiatives. They have just launched a photo campaign featuring Elisa Sednaoui, Italian-Egyptian top model, wearing some of the finest Albini fabrics. “We chose her as our global ambassador because we share her same desire to spread principles of social responsibility - as she created her own benefic foundation ESF - and because we share the same common love for Egypt,” explained Silvio Albini, owner, president and representative of the fifth generation of the Albini family.



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Elisa Sednaoui for Cotonificio Albini

Albini actually owns some fields of cotton in Egypt where they grow highest quality cotton for a selection of their most precious fabrics. Such fabrics are made with the finest and longest Egyptian staple fiber cotton – Giza 45 and Giza 87 – grown in this country and rarely available elsewhere.

As part of their celebrations there will be a series of events. A very exclusive party will happen on 7th September 2016 in Milan, within the days of Milano Unica.

Italian renowned top quality shirting fabric manufacturer Cotonificio Albini is betting on further growing the upper sportswear market, thanks to Albiate 1830, their own division producing top quality casual and indigo-dyed fabrics.

“Our Albiate 1830 selection of fibers combines our top quality two-ply and single-ply cotton shirting fabrics, with indigo dyeing expertise and with Albiate 1830’s historical DNA born as producers of flannel and checked shirting fabrics,” continues Albini. Albini acquired the company in 2000, but only since 2008 gave a more clear direction to thoroughly grow in the upper casual segment while aiming at further expanding worldwide by also exhibiting at specialized denim trade shows such as Denim Premiere Vision and Kingpins Amsterdam.



Albiate 1830 fabrics

Cotonificio Albini owns eight productive units out of whose one is based in Egypt and another one in the Czech Republic and all others in Italy. They employ almost 1,400 people, including 900 in Italy, plus own commercial branches in New York, Shanghai and Hong Kong. They have a productive capacity of 16 million meters and registered €148 million sales in 2015, 70% of whose are destined to export. Their main markets are now France, the US and the UK, even if they also count more clients now in Scandinavia and The Netherlands thanks to their Albiate 1830 casual clear strategic growth plan.

The Albiate 1830 division counts for almost 3 million meter of the company’s total productive capacity even if they see higher potential growth: “Our fabrics become more beautiful the more you wear them and the more you wash them,” comments Albini. “They are the perfect match for a pair of jeans or a casual outfit. And we think that in the denim business there is not enough culture for high quality shirt fabrics. We can bring such know-how to many high-end sportswear and premium denim brands.”

Thanks to their expertise and flexible structure they deliver their seasonal collections and their ready to order fabrics, though can also produce smaller minimum quantities of fabrics – even from 60 meters- and develop exclusive products upon request. They can work on about 20,000 new different fabric variations at the same time and over 4,000 exclusively conceived products for specific clients (also because they work with many designers, dressmakers, royalties, presidents and leading TV personalities).