



Denim Première Vision celebrates its 10th anniversary

For ten years, Denim Première Vision has been setting the pace for the international denim community. These 20 seasons of innovation and inspiration will be celebrated during 14 to 16 November in Paris, with a double event combining business, celebration, culture and inspiration: the DENIM BASH.

The DENIM BASH Program: THE DENIM PREMIÈRE VISION SHOW connects the sector's suppliers and buyers, responds to changes in the market and reflects the evolution of denim values through four key events:

Strengthened and multi-faceted fashion point of view

A creative interpretation of the season by 8 international avant-garde designers, through 16 original looks produced in collaboration with a selection of exhibitors - weavers, manufacturers/launders and accessory makers.

Inspirations, fashion directions and innovations showcased by the show's fashion team: The Denim Trends Area and the Denim Trend Tastings seminars.

The 3rd edition of the PREMIÈRE VINTAGE MARKET, an additional source of information and an exclusive shopping experience.

A distinctive offer featuring a new area dedicated to small quantities

The 75 international exhibitors selected by a committee of experts and professionals - spinners, weavers, manufacturers, technology developers will be present at the space dedicated to small quantities: SMQ CORNER - Small Minimum Quantities.

Workshops and conferences focusing on 5 main issues

- ❖ Denim's new socio-cultural values.
- ❖ Fashion at the heart of denim.
- ❖ The keys to a denim product's success.
- ❖ The circular economy and new business models.

- ❖ Changes in the value chain.

Denim pop-up street

Collections by avant-garde designers, cutting-edge players from the worlds of denim, art galleries, street art, collective ateliers will be presented during the show. In the heart of the Marais, Rue du Vertbois will be entirely given over to denim, with a dozen boutiques taking part in an unprecedented night of experiences and shopping open to the general public.

A multi-community denim market focused on fashion, technology and responsibility Pure players, the show's long standing target, are now joined by new players with more diversified codes, profiles and expectations.

Brands and fashion designers coming from luxury, medium and high-end ready-to-wear markets, web players, retailers, new generations of designers and consumers: these multiple communities are now gravitating into the denim universe.

The market is becoming more and

more fashion oriented, with collections integrating a growing share of denim.

Today, this market calls for fresh, uninhibited outlook. This is reflected in a new wave of self-expression, a desire for custom-made items and personalization. All in a happier climate, in search of optimism, tinged with irreverence and humour, and set off from the traditional denim values of rebellion and vintage.

This changing market is also driven by new eco-responsible values and a pervasive and growing digital culture.

For younger generations, responsibility has become a prerequisite for creation, product development and the choice of materials. This imposes structural changes throughout the entire production value chain, which are at the heart of the themes presented by DENIM PREMIÈRE VISION in its Smart Creation platform.

Born in the digital age and immersed in the culture of technology and immediate information, the new generation follows codes and values that directly impact brands, distribution, collaborative developments and communication.

Faced with these societal and cultural developments, the market and the sector adapt through a number of structuring initiatives that impact creation, production in the technological sense of the term, the geographical breakdown of the

world's production zones and finally the product mix.

This season, Denim Première Vision proposes a double event, at once open to younger generations and faithful to the heritage of denim, with fashion, the avant-garde, innovation and digital evolutions at its core, via an offer and program providing concrete solutions to this changing market.

Denim is more than ever responsive to fashion issues and creative innovation. DENIM PREMIÈRE VISION will be providing inspiration in 3 key areas dedicated to spring summer 19.

Exhibition of 8 AVANT-GARDE DESIGNERS

These designers are selected for their avant-garde creativity, 8 international designers worked in collaboration with the show's exhibitors to create 16 exclusive silhouettes.

Exhibited in a dedicated area, they showcase their contemporary vision of the coming season. Dive into the universe of these designers at the Denim Pop-up Street where they will be offering their own collections for sale.

Ampersand Heart NY, New York, Afterhomework, Paris, Fade

out Label, Berlin, Hannah Brabon, London, Knorts, Los Angeles, Proêmes de Paris, Paris. Savoar Fer, Paris and Tiia Maria Jaakkola, and Copenhagen are few leading names.

The DENIM Trends Area

Fabrics, accessories, finishes, cuts and silhouettes... all the season's must-haves will be introduced through 10 inspiring highlights, presented via a selection of creative, technical and technological products and developments from exhibitor's collections.

Initiated in April, QR codes on the presented products can be flashed using the DENIM PREMIÈRE VISION app, to download a photo and specific information for each product, and customize visit itineraries. ♦

