



# Denim Première Vision in Londres: Inspiration, experiences and innovations for a creative and responsible contemporary denim industry

Following on the success of its first London edition last December, and a Milan edition lauded by fashion professionals and the denim industry last May, Denim Première Vision will be returning for the second time to the UK capital next 3-4 December.

In a new venue, Printworks London, the show invites the international denim community to broaden its business perspectives and discover new sources of inspiration. An event where creativity, spring summer 2021 fashion trends and eco-responsible innovations in materials, techniques and technologies will all be closely entwined, for two exclusive days exploring the many facets of contemporary denim.

Targeting all creative fashion brands that develop denim collections - fashion and luxury brands, pure jeanswear players, web players - Denim Première Vision will present a selective offer from 97 leading exhibitors in the global creative denim industry. This season's broadened offer is up by 9% over the 89 exhibitors showing in December 2018.

## **Londres Redux!**

As an itinerant show, Denim Première Vision aims to ensure a continuity between its various editions.

While the show relies on new destinations to help professionals conquer new markets, the goal is also to build lasting relationships between these

various players. The December 2019 edition will therefore be held again in London, in a new location and a new part of the city: at the PRINTWORKS LONDON.

## **The offer**

97 exhibitors selected from among the world's most high-quality, creative and innovative companies in the denim industry.

## **The habitat 21 project**

An inspiring experience, combining fashion design and eco-responsibility, created in collaboration with Italian designer Kristian Guerra, co-founder of the creative platform and brand Ice

Surface Temperature, installation-designer Filippo Maria Bianchi, and a selection of exhibitors identified by the Smart Creation team as being eco-responsible in terms of sourcing, production processes and finishing, with whom new products will be developed.

### 2 days of conferences

On fashion directions and eco-friendly denim:

- ❖ Tuesday 3 December: Three fashion seminars inspirations, seasonal directions, silhouettes and two Smart.
- ❖ Talks - round tables dedicated to responsible denim and the circular economy; and one exclusive round-table on the denim cultural style and heritage.
- ❖ Wednesday 4 December: Two fashion seminars and two Smart Talks.

### Workshops and experiences

- ❖ RE-TRACE, a series of sewing workshops led by Alessio Berto, founder of The Tailor Pattern, to design the perfect jeans through the study of 3 iconic jeans models from the M.O.D.E. denim museum.
- ❖ M.O.D.E. exhibit: an immersive installation of iconic jeans items selected from the collection at M.O.D.E, the new denim museum inaugurated in Verona in June 2019 by the Elleti Group, an Italian manufacturer.
- ❖ MAKER\*Lab will present exclusive know-hows from 6 fashion and denim artisans.
- ❖ DENIM PARTY! An evening of celebration bringing together all the industry's players the first night of the show at Cargo, in the heart of Shoreditch.
- ❖ DENIM PV DISTRICT: London colours itself blue! For one week, from 30 November to 7 December, 30 participating London shops will offer discounts upon presentation of the show badge.
- ❖ Exclusive events and presentations at our exhibitors' stands.

### The Première Vision marketplace

A real revolution in terms of the fashion industry overall, the Première Vision Marketplace, a unique B-to-B e-commerce platform for the sector, was launched and went online at the Première Vision Paris show in September 2018. In May 2019, to coincide with the Milan show, the platform began including Denim Première Vision weaver-exhibitors.

At the London show, the Marketplace team will be on hand in a specially dedicated area to provide information to exhibitors, visitors and the press.

### At the heart of the show a strengthened offer

Denim Première Vision - which is now organised by activity sector, to situate exhibitors' products and developments at the heart of the event - presents an updated and strengthened international offer from 97 companies, up 9% over the 89 exhibitors at the December 2018 show.

Exhibitors who are industry leaders, including 10 new companies, from 15 countries, all chosen from among the top

specialists in Europe – Italy, Germany, Spain, France; Turkey and Asia – Japan, Hong Kong, China, India, Pakistan, Bangladesh; Brazil, and the US, in addition to Morocco, the United Arab Emirates and Mauritius:

- Weavers (48), garment manufacturers / laundries / finishers (20), component and accessory makers (18), technology developers and promotional and service organisations (11).

### SMQ TRAIL

Young designers, niche brands and pure web players all currently incorporate denim into their collections, whether for capsule collections or just a few pieces for their ready-to-wear line.



## Fairs and Exhibitions

To respond to the recent emergence of these new players in the fashion and denim markets, the show provides a specific trail dedicated to small quantities: the SMQ TRAIL (SMQ = Small Minimum Quantity): a selection of weavers, accessory makers, garment manufacturers and laundries able to combine speed, flexibility, technical knowledge, proximity and services with the ability to produce flexible volumes.

The SMQ TRAIL can be found in the show catalogue and the e-catalogue on the Denim Première Vision website.

### A CREATIVE AND ECO-RESPONSIBLE SPRING SUMMER 21 DENIM SEASON

For this spring-summer 2021 season, Denim Première Vision proposes an innovative and forward-looking concept to help the industry's professionals develop their creative and eco-responsible collections:

- ❖ HABITAT 21 is an immersive, experimental and inspirational space, highlighting new eco-responsible developments reflecting the spring-summer 2021 season trends.

- ❖ A series of fashion seminars, to understand the season's directions, and talks on sustainable development issues to assist the industry as it evolves in this direction.

### HABITAT 21: AN IMMERSIVE, INSPIRING AND ECO-RESPONSIBLE EXPERIENCE

Combining fashion design and eco-responsibility, the HABITAT 21 project was specially created by Denim Première Vision in collaboration with Italian designer Kristian Guerra, installation designer Filippo Maria Bianchi and a selection of show exhibitors identified by the Première Vision Smart Creation team as being eco-responsible in terms of their materials sourcing - sustainable fibres, environmentally friendly fabrics - and their production and finishing processes. This concept weaves together a unique relationship between fashion, sustainability and technology.

The idea is to bring the denim of the future into the present by offering the denim community access to new denim solutions developed and created in

accordance with the spring summer 21 fashion trends by the Denim Première Vision team.

Exclusive, eco-designed materials boasting technical innovation and creativity can be discovered in the HABITAT 21 area and at the stands of participating exhibitors: Advance Denim, Berto, Calik Denim, Kilim, Naveena, Orta Anadolu, Prosperity Textile, Rajby, Raymond Uco, Soorty, Evlox-Tavex, Panama trimmings.

The HABITAT 21 space brings together the season's fashion trends and inspirations through an experimental installation designed to foster a dialogue between fashion, art, design and architecture through the visions of Kristian Guerra and Filippo Maria Bianchi. Both use their experience and knowledge to destroy and RECONSTRUCT. They believe in alteration as a starting point for innovation. HABITAT 21 highlights the importance of this relationship between evolution and conservation, underlining the inevitable issues of sustainability and renewal. ♦

