



DENIM
PREMIÈREVISION

OCT. 13 & 14, 2021
SUPERSTUDIO PIÙ, MILANO

+ DIGITAL DENIM WEEK

PRESS RELEASE

OCTOBER 1ST, 2021

DENIM PREMIÈRE VISION SIGNALS THE RECOVERY WITH **A HYBRID EVENT** FOCUSED ON REUNION

A IN-PERSON SHOW IN MILAN AND AN ONLINE DIGITAL DENIM WEEK

It's a moment of recovery for the international denim community. After two years of online meetings organized via the Digital Denim Weeks, the denim community will come together again in person for the Denim Première Vision show in Milan this October 13 and 14.

The next edition will be the first on the calendar to present the creative developments, technical and technological innovations for the spring-summer 23 denim season. It's designed to help industry professionals create their future collections thanks to a hybrid event featuring two simultaneous and synergistic events:

- **A physical show at Superstudio Più in Milan, this October 13 and 14** (organized in full compliance with existing health requirements).).
- **A Digital Denim Week from October 11 to 15 on the www.premierevision.com website**, bringing together a program of digital events and the Première Vision Marketplace offer.

The Première Vision Marketplace at the heart of the digital system

With the launch of its Marketplace in 2018, Première Vision was among the very first in the industry to invest in digital technology to provide international markets with online services in complement to its physical events, and provide concrete solutions addressing brands' sourcing needs and the challenges faced by exhibitors in terms of their collection visibility and promotion on a global scale. Denim Première Vision exhibitors joined the Marketplace boutiques in May 2019. Since the beginning of the health crisis, they have enjoyed freely updated online collections, with no limit on the quantity of products presented, nor any constraints in terms of commitment or duration.

The Première Vision Marketplace is now accessible directly via the single website:
www.premierevision.com

ON THE PROGRAM AT DENIM PREMIÈRE VISION:

- **The selective offer and latest developments of nearly 50 leading** to be found online on the Première Vision Marketplace (accessible via the www.premiervision.com website) and in person at the show. These include weavers, fashion manufacturers/laundries/finishers, accessory makers and technology developers from Italy, France, Spain, Turkey, Japan, Morocco, Pakistan, Egypt and China, among others.
- **Get-togethers and opportunities for buyers and suppliers to meet and discuss** at the show's stands and networking areas.
- **An online tool with optimized services and functionalities to boost networking through the Première Vision Marketplace:**
 - **Effective customer/supplier link-up tools** to improve direct contact and remote business interactions, including the launch of video conferencing appointments via the video-call features of WhatsApp and Facebook Messenger, to personalize meetings and make it easy to present collections of materials.
 - **An interactive digital catalogue and more immersive multimedia company profiles** for more dynamic presentations of exhibitors' activities, with information about the company - contacts, know-hows, specificities, etc. - illustrated by images, texts or videos, and the ability to highlight specific product information via photos or videos.
- **A fashion-inspiration space at the show, the Trends Agora, in-person and online fashion seminars, and exclusive fashion decodings, also found online,** to inspire and guide the design and creation of the Spring Summer 23 denim collections.
- **A program of conferences and events addressing the industry's concerns::**
 - **2 Denim Smart Digital Talks to take stock of the sector's ecological advances and innovations in terms of eco-friendly materials,** video presentations to be watched - and replayed - on the Première Vision website during the Denim Digital Week and afterwards.
 - **A press conference organized by PG Denim at the show.**
- **1 Workshop dedicated to sustainable dyeing processes** by Tintes Egara, in collaboration with Emina Batik.
- **1 augmented reality exhibition presented at the show, IMMATERIAL M.O.D.E.:** a project conceived by the Denim Première Vision team and produced in collaboration with SENSE IMMATERIAL REALITY and the ELLETI GROUP

I. WELCOME TO THE SPRING/SUMMER 23 DENIM SEASON

A denim season for spring-summer 23 that sounds like a creative manifesto for daring, surprising and eco-responsible denim collections:

Hybrid crossings of unexpected universes. Subtle and surprising textile combinations. Unusual behaviors. Hybrid genres, materials, styles, uses. A reach extending far beyond its original characteristics and uses.

An unpredictable denim. A denim accessory. A denim couture. A sexy denim. A casual denim. A chameleon denim.

Broadening its field of activity. Diffusing its aura. Solidifying its position. Promoting its indispensability. Persevering in its commitments.

Exploiting invisible technical properties. Favoring regenerated and authentic fibers.

Increasing traceability and transparency. Developing innovative and high-performance finishings. Continuing to reduce consumption and energy. Synthesizing production.

Tactile density. Supple handles. Fluid behaviors. Enriched naturalness. Enhanced personalization.

Eye-catching details.

An emancipated denim. An open-minded denim. An innovative denim. A surprising denim.

1. THE TRENDS AGORA: AN INSPIRING, INFORMATIVE SPACE IN THE HEART OF THE SHOW

The spring summer 23 fashion area is a hybrid space pulling together all of the season's fashion information. It's a place to fully absorb the season and discover the denim exhibitors' key products via fabric samples, finished products and accessories. The multi-faceted space was designed to host the new, more immersive version of the fashion seminar. It also provides a link to the Digital Denim Week, held online on the Denim Première Vision website from October 10 to 15, an event which features exclusive videos dedicated to the sector's new eco-friendly products.

The design of the space was a collaborative effort between the Denim Première Vision team and the Filippo Maria Studio design studio. This unique environment conveys the atmosphere of spring-summer 23, while generating an emotional connection to nature and seaside landscapes.

All the space's structures, as well as the communication-support elements, have been conceived and designed sustainably. The various panels and construction elements are made from sustainable materials.

2. IN-PERSON AND ONLINE FASHION SEMINARS

At the show, as during the Digital Denim Week, discover our decodings of the spring-summer 23 season - trends, products and materials - through a dedicated series of talks. Seminars are produced by the Première Vision fashion team to inspire designers and guide buyers in building their future denim collections.

a. 2 COMPLEMENTARY FASHION-FOCUSED DIGITAL TALKS: INSPIRATION AND A PRODUCT FOCUS

Digital events to discover online at www.premierevision.com.

→ SS 23 DENIM SEASON INFLUENCES - DIGITAL TALK

Manon Mangin, Denim Product Manager at Première Vision, will present this digital fashion seminar focused on the major influences and inspirations for the spring summer 23 denim season.

1st online presentation (afterwards available in replay): Wednesday October 13 at 11am

→ SS 23 DENIM LIVE SOURCING - DIGITAL

After the decoding of the seasonal trends, discover 2 Live Sourcing sessions presented to you right from the show's Trends Agora. Manon Mangin, Denim Product Manager at Première Vision, gives a look at spring-summer 23's key denim products, to be sourced online on the Première Vision Marketplace immediately following the live session.

Wednesday and Thursday, October 13 & 14, at 2pm

b. 1 DAILY FASHION SEMINAR IN THE TRENDS AGORA

A true showcase of the season, the Trends Agora welcomes Manon Mangin, denim fashion specialist at Première Vision, who will explore and present the season's inspirations through the key materials and product developments for spring summer 23. The first part, dedicated to seasonal influences, will be followed by a Live Sourcing session focusing on standout products in the Trends Agora.

Wednesday and Thursday, October 13 & 14, at 11am

II. A HYBRID PROGRAM

1. CONFERENCES AND DIGITAL TALKS

Tuesday, October 12th

→ 2PM : SMART TALK DENIM (ONLINE)

Navigate the sustainable denim proposals for summer 2023. Traceability, low-carbon strategies, fibers, dyes, finishings...come discover the latest eco-minded developments with Manon Mangin, denim product manager at Première Vision, and Marina Coutelan, eco-sustainable fashion consultant.

Wednesday, October 13th

→ 11AM : SS 23 DENIM FASHION SEMINAR (TRENDS AGORA)

The Trends Agora welcomes Manon Mangin, denim fashion specialist at Première Vision, who will explore and present the season's inspirations through the key materials and product developments for spring summer 23. The first part, dedicated to seasonal influences, will be followed by a Live Sourcing session focusing on iconic products in the Trends Agora.

→ 11AM: SS 23 DENIM SEASON INFLUENCES - DIGITAL TALK (ONLINE)

Manon Mangin, denim product manager at Première Vision, will present this digital fashion seminar dedicated to the leading influences and inspirations for the spring summer 23 denim season.

→ 2PM: SS 23 DENIM LIVE SOURCING - DIGITAL (ONLINE)

Following the decoding of the seasonal trends, discover 2 Live Sourcing sessions presented right from the show's Trends Agora. Manon Mangin, denim product manager at Première Vision, will propose a focus on the leading denim products for the spring-summer 23 season, which can be sourced online on the Première Vision Marketplace immediately after the live session.

→ 3 PM: SMART TALK DENIM WITH EVLOX (ONLINE)

A conversation between Marina Coutelan, sustainable fashion consultant and Evlox, for a deep dive into the company's eco-friendly commitments and their latest denim product developments.

→ 4:30PM: “BETWEEN DREAM AND REALITY” – PRESS CONFERENCE BY PG DENIM

The collaboration between Paolo Gnutti, CEO of the well-known Italian denim fashion manufacturer PG DENIM, the haute couture course of the Teatro Regio of Parma – represented by the student Luca Martini and the designer Barbara Corradini, gave life to two unique dresses called “Between dream and reality”. Barbara Corradini, was conceived to pay homage to the figure of Maria Luigia in our historical period. A woman whose fragility and at the same time determination, make her extremely current and contemporary. These two models, inspired by Marie Louise of Habsburg, wife of Napoleon Bonaparte and Duchess of the Duchy of Parma, will be unveiled at a press conference to be held during the show. The garments, handmade with innovative and precious materials, following the ancient and precious tailoring tradition of theatrical costumes. Let’s remember that the Teatro Regio in Parma, inaugurated on 16 May 1829, is one of the most important traditional theatre in Italy, and was built at the behest of Marie Louise of Habsburg, a woman whose fragility and at the same time determination, make her extremely current and contemporary. The creators of this incredible collaboration thought: “And if Marie Louise had the chance to live again today and was invited to the premiere of the theatre season, what would she choose to wear?” The two classically-inspired models, using denim fabrics from Paolo Gnutti’s collection which, despite their gritty, rebellious DNA, become, thanks to the vision of designer Corradini, haute couture dresses in which the matching, hand-embroidered and the colors of gold and white so much loved by the Empress, blend harmoniously. Dresses that contrast the sinuous and sophisticated shapes with the comfort of street wear, making them unique and refined.

Thursday, October 14th**→ 11AM: SS 23 DENIM FASHION SEMINAR (TRENDS AGORA)**

The Trends Agora welcomes Manon Mangin, Première Vision’s denim fashion specialist, who will explore and present the season’s inspirations by examining the key materials and product developments for Spring Summer 23. A first part dedicated to seasonal influences will be followed by a Live Sourcing session focusing on standout products in the Trends Agora.

→ 2PM: SS 23 DENIM LIVE SOURCING - DIGITAL (ONLINE)

After the decoding of the seasonal trends, find 2 Live Sourcing sessions live from the show’s Trends Agora. Manon Mangin, denim product manager at Première Vision, will propose a focus on the leading denim products of the spring-summer 23 season to be sourced online on the Première Vision Marketplace immediately after the live session.

2. WORKSHOPS AND EXHIBITIONS

→ IMMATERIAL M.O.D.E.: AN EXHIBITION IN AUGMENTED REALITY

At the Milan show, visitors will be able to discover IMMATERIAL M.O.D.E., a project conceived by the Denim Première Vision team and realized in collaboration with SENSE IMMATERIAL REALITY and ELLETI GROUP.

An augmented reality installation and real set designed for the event will transport each visitor into three different dimensions, enhancing the experience and providing the opportunity to explore unique elements of denim history with 16 legendary pieces.

An unreal exhibition in a real scenography designed to be seen only through your smartphone or tablet.

Simply download the App and identify the markers indicating the points where the pieces are located. Just frame the surface indicated by the markers. A unique denim piece will appear and you can admire it, examine all the details, walk around it, take a picture of it, and share it on social networks.

The application will be made available a few days before the show

→ WHEN EMINA BATIK MEETS TINTES EGARA: «THE RETURN TO THE FUTURE LOOKING TO THE PAST»

At the Milan show, Tintes Egara (a garment-dyeing company founded in 1957) will present, in collaboration with Emina Batik, the «The return to the future looking to the past» project. The core idea is using old batik techniques to dye a fabric with natural and indigo dyes, using as little water and energy as possible, in a goal to achieve maximum sustainability.

- **Emina Batik, whose real name is Giulia Perin, is an Italian anthropologist and artisan who has spent the past few years in Indonesia studying traditional local textile-design techniques.** Since 2016, she has partnered with the most renowned figures in the contemporary Indonesian batik art scene to create a collection of experimental gowns and scarves inspired by the classic decorative patterns of pre-colonial Indonesia. She creates collections of unique items using 100% natural fibers, dyed with her own non-toxic vegetable dyes to create garments that are respectful of the environment and the people who wear them.
- **Tintes Egara is a 64-year-old company.** Today, in an effort to adapt to the needs of the market, the third generation of management is committed to being as sustainable as possible and to using the treatments that are both most appropriate and beneficial for the planet and the people who will wear the clothes.

ATTENTION! NEW PASS APPLICATION SYSTEM!

To attend the Denim Première Vision show, whether online or in person, don't forget to register via the following link:

[BADGE REQUEST](#)

Once you have registered, you will receive a provisional «visitor» badge, which confirms that your registration has been successful. After your accreditation request has been validated by our press teams, you will receive your press pass.

SAVE THE DATE

AFTER MILAN,
DENIM PREMIÈRE VISION HEADS TO

THE BERLIN ARENA
MAY 17 & 18 2022

A HYBRID EVENT INCLUDING
AN ONLINE DIGITAL DENIM WEEK
FROM MAY 16 TO 20

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