

FASHION HIGHLIGHTS



23 / 24

Denim takes into account the beauty of journey, exploits the creative potential of the worn, damaged. Upcycling surplus textiles, sourcing from local recycling circuits, retracing the route, revealing the origin.

Transformed smart looks for a more sophisticated workwear, more flexible. Evolving behaviors and innovative blends of natural fibres. A new rusticity and suppleness with surprising and seductive handles.

Fantasy acts as a chameleon, revealing multifaceted styles. A new rhythm to motifs and embellishments. A play on disconnect and opposition, constructing by assembly.

Denim expresses itself powerfully with a vaunted fierceness. Doing the strict maximum, with an heightened tactility and eye-catching fleeces. Giving a refresh to trash looks by altering surfaces, abrading, blackening, damaging.



The Trends Agora was a place to fully absorb the season and discover the Denim exhibitors' key products via fabric samples, finished products and accessories. The design of the space was a collaboration between Denim Première Vision and Filippo Maria Studio.

Discover the space thanks to our [3D fashion forum](#), providing you a 100% virtual visit.

Get an insight on the scenography of the space, thanks to a [conversation](#) with scenographer Filippo Maria.

SUMMARY

ECO ANALYSIS

UNEXPECTED SUITS

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AUGMENTED ROUGHNESS

ECO

ECO ANALYSIS

ANALYSIS



ECO ANA LYSIS

natural dyeings

SARP JEANS (TR)

Natural dyes are increasingly found in proposals for next winter. The search for new colors is a new way to stand out. Chemical-free dyes made from clay, plants and edible foods are favored.

ECO ANA LYSIS

non-dyes

SQUARE DENIMS LTD(BD) • AGI DENIM(PK) • TAVEX-EVLOX(ES)

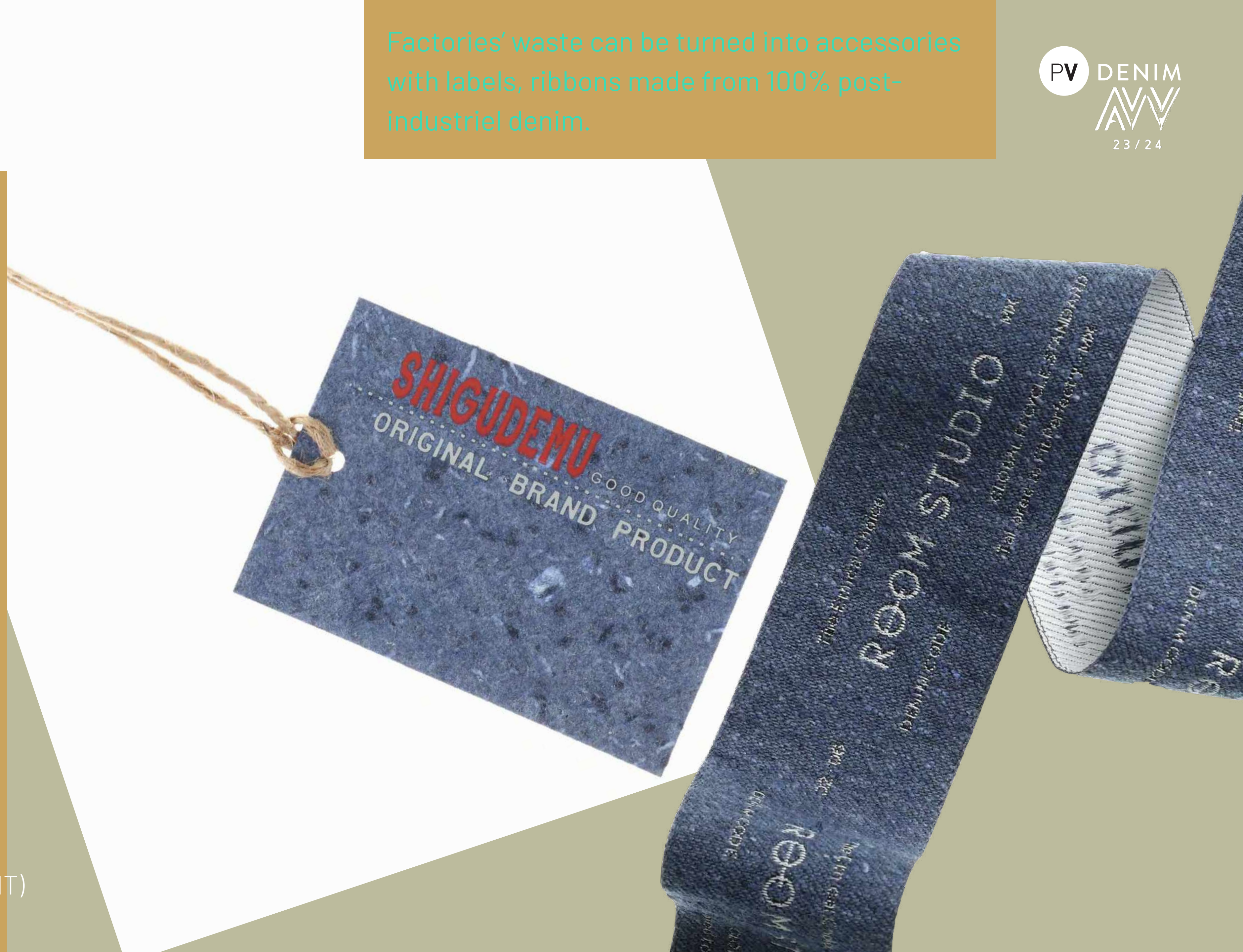
Non-dyes continue with colors directly derived from recycled fibres, giving blue-greyish delicate shades to products.

ECO ANA LYSIS

waste management

DERIDSEN (TR) • CADICAGROUP (IT)

Factories' waste can be turned into accessories with labels, ribbons made from 100% post-industrial denim.



ECO ANA LYSIS

recycling

SARP JEANS (TR)

Recycling components remains a major challenge. Exhibitors offers solutions with screw-on metal parts and reinforced seams instead of rivets.

ECO ANA LYSIS

regenerative cotton

ORTA ANADOLU (TR)

Regenerative cotton makes its way into collection, with products certified Regenagri, ensuring good agricultural practises.

ECO ANA LYSIS

traceability

INDIGO TEXTILE (PK)



Traceability is the key word for denim exhibitors. A lot of tools are in place to assist their desire for transparency with DNA tracers, the use of blockchains and QR codes.

UNNE UNEXPECTED SUITS



Golia stool, part of Transparency matters collection by Draga & Aurel / photo © Federica Lissoni

UNEX PECTED SUITS

dressy workwear

BERTO INDUSTRIA TESSILE (IT) • SHARABATI DENIM (TR)

Raw denims in 100% cotton, sometimes blended with wool for warmer winter suits. Products are truly sophisticated with blends of lyocell and hemp.

UNEX PECTED SUITS

dressy workwear

RAJBY INDUSTRIES (PK) • ISLAND DENIM (TR)

Weaves are accentuated with stripes and herringbones. A play on scale, alternating widths to create dynamic visuals.



UNEX PECTED SUITS

dressy workwear

PANAMA TRIMMINGS(IT) • RED BUTTON(TR)

Accessories play on elegance. Labels and rivets have marked surfaces, echoing the look of a denim weave.

UNEX PECTED SUITS

genuine authentics

S.M. DENIM MILLS (PK) • KILIM DENIM (TR)

The return of true natural visuals thanks to hemp blends. Flecked effects, hairy surfaces and crisp handles are everywhere.

UNEX PECTED SUITS

genuine authentics

SOORTY (PK)

Look-alike hemp fabrics mix recycled cotton with polyester. Blends with lyocell create soft and irregular feels. A real return to authentic looks.

UNEX PECTED SUITS

unpredictable behaviors

RAYMOND UCO DENIM (IN)

Products grow more relaxed and fluid with blends incorporating lyocell for soft and supple handle.

UNEX PECTED SUITS

unpredictable behaviors

OUTSIDE DENIM LAB (IT) · AGI DENIM (PK) · REALTEKS TEKSTIL A.S. (TR)

A suppleness expressed in a dense and thick manner with malleable handles for heavier products. Classic 3/1 weaves are very marked.

UNEX PECTED SUITS

unpredictable behaviors

CALIK DENIM (TR) • ISKO (TR)

An updated workwear with denim fabrics
visually raw but possessing elastic performance.

IFA

MULTIFACETED
FANTASY

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CE



ASY

MULTIFA CETED FANTASY

composite geometry

Geometry is back in denim constructions and motifs and comes in every possible version.

RAJBY INDUSTRIES (PK) • OUTSIDE DENIM LAB (IT) • REALTEKS TEKSTIL A.S. (TR)

MULTIFA CETED FANTASY

composite geometry

REALTEKS TEKSTIL A.S. (TR) • OUTSIDE DENIM LAB (IT)

Motifs create optical effects, fancy weaves give texture and 3D surfaces to fabrics.

MULTIFA CETED FANTASY

composite geometry

TÜSA DENIM (TR) • FOISON TEXTILE (CN)

Diamond shapes are widely used, delivered in laser prints, jacquards and dobby weaves.

MULTIFA CETED FANTASY

unexpected assemblies

KASSIM DENIM(PK) • BOSSA (TR)

Patchworks are deconstructed with frayed edges and overlapping patches. A spontaneous spirit, with a sense of mended and patched-up pieces.

MULTIFA CETED FANTASY

unexpected assemblies

REALTEKS TEKSTIL A.S. (TR) • AZGARD-9 (PK)

Patchwork colors updated with different dyes, overdyes and wash-outs. Geometrical shapes complementing each other.

MULTIFA CETED FANTASY

unexpected assemblies

SARP JEANS (TR) • KASSIM DENIM (PK) • AKOZBEKLER TEKSTIL (TR)

Blends between denim and non-denim are on the rise. Attractive combinations on big, wide jackets to accentuate the volume or highlight details.

MULTIFA CETED FANTASY

catchword

AZGARD-9(PK) • OUTSIDE DENIM LAB (IT) • AKOZBEKLER TEKSTIL (TR) • RAJBY INDUSTRIES (PK)

Fabrics surfaces are used to express an opinion
or a point of view.

MULTIFA CETED FANTASY

catchword

RAJBY INDUSTRIES(PK) • OUTSIDE DENIM LAB(IT) • AZCARD-9(PK)

Laser prints, jacquards and patchworks are placed or all-over for statement pieces.

MULTIFA CETED FANTASY

catchword

POLSAN BUTTON (TR) • CADICAGROUP (IT) • KASIV LEATHER LABEL (TR)



Accessories present a bold use of color, drawing on advertising graphics. Typographies stand out in contrast with raised letters.

MULTIFA CETED FANTASY

nature blue

An endless amount of flowers and leaves. Jeans are decorated with laser-printed, needle-punched or hand-printed natural motifs.

MULTIFA CETED FANTASY

nature blue

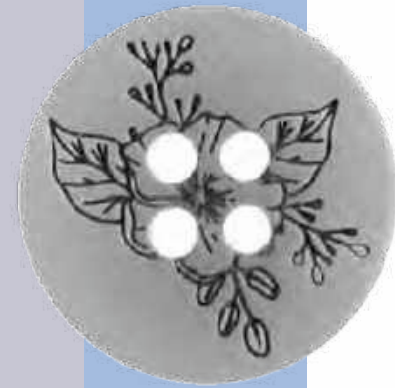
OUTSIDE DENIM LAB(IT) • TÜSA DENIM(TR) • INDIGOTUNEL(TR)

Foliage is eye-catching and proposed in darker versions.

MULTIFA CETED FANTASY

nature blue

ART N CRAFT (TR) • RED BUTTON (TR) • CADICAGROUP (IT)



Accessories are delicate with flowers engraved on recycled polyester buttons, flocked on leather labels. Buttons take the shape of small metallic flowers.

AUGMENTED ROUGHNESS



La Belle Moule Décomposée ©Femke van Gemert, Waste Textiles Artist / photo Leo Veger

AUG MENTED ROUGH NESS

dyes in accent

Tones lean to dirty, damaged pinks. A star color for the season in duo with blue. Dyes look aged, eroded by time.

EUROTAY (RS) • INDIGO TEXTILE (PK) • REALTEKS TEKSTIL A.S. (TR)

AUG MENTED ROUGH NESS

dyes in accent

Dyes head towards greyish browns and greens.
Much more earthy and natural tones.

S.M. DENIM MILLS (PK) • AYYILDIZ M BLUE FABRICS (TR)

AUG MENTED ROUGH NESS

rusty surfaces

A grunge feel returns to denim with fabrics that have lived, full of wear and tear. Resistant weaves are preferred, with stiff and dense handles.

AZGARD-9(PK) • EUROTAY(RS) • ORTA ANADOLU(TR)

AUG MENTED ROUGH NESS

rusty surfaces

SIDDIQSONS (PK)

A returned to a bleached spirit in warm brown shades. Surfaces evoke mud spatters in all-over or placed.

AUGMENTED MENTED ROUGH NESS

rusty surfaces

Buttons and rivets feature patinated metallics.
Golds and coppers look rubbed and worn.

RED BUTTON (TR) • ART N CRAFT (TR) • POLSAN BUTTON (TR) • KOMET METAL (TR)



AUG MENTED ROUGH NESS

deep intensity

Black denims are widespread. Blacks wash-out become irregular, transform into dark greys. We note the return of orange-peel effects.

MARITAS DENIM (TR) · MASTER TEXTILE MILLS LIMITED (PK)

AUG MENTED ROUGH NESS

deep intensity

AZGARD-9 (PK)

Grey shades are a welcome reminder of the vintage 90s jeans.

AUG MENTED ROUGH NESS

deep intensity

DERIDSEN ETIKET (TR) • PANAMA TRIMMINGS (IT) • RED BUTTON (TR)

Recycled paper and leather labels have speckled aspects. Components opt for style discrepancies with shiny metallic components.



UNEX PECTED SUITS

warm chic

CADICAGROUP(IT) • PANAMA TRIMMINGS(IT) • ART N CRAFT(TR)

Denim labels have a soft tactility and are made from recycled PET with embossed typography. Surfaces deliver a pleasing feel.

AUG MENTED ROUGH NESS

prickly aspects

Fabrics have worn look, with wear effects created by laser. Torn-out surfaces in all-over and wintry needle-punched looks.

INDIGO TEXTILE (PK) • EUROTAY (RS) • SOKO CHIMICA (IT) • AKOZBEKLER TEKSTIL (TR)

AUG MENTED ROUGH NESS

prickly aspects

Tangled yarns for 100% cotton fake furs. Fluffy and hairy looks are messy, creating textile knots. Volumes are exaggerated.

OUTSIDE DENIM LAB (IT) • RAJBY INDUSTRIES (PK) • NAVEENA DENIM MILL (PK)

GO FURTHER

More fashion information to be found online on the Denim Première Vision's website:

- fashion decodings backed by seasonal and sustainable directions and the fashion team's products selections
- the fashion seminar about the denim season's influences
- one smart talk to explore the sustainable denim proposals and one smart talk dedicated to traceability
- a Live Sourcing to discover key products inside the Trends Agora
- 4 Live Sourcing with exhibitors: Bossa, M Blue, Maritas Denim, Naveena Denim Mills

SAVE THE DATE

SUPERSTUDIO PIU, MILANO
NOVEMBER, 23-24

DIGITAL DENIM WEEK
NOVEMBER, 21-25

AMV

23 / 24