



DENIM

MAY 17 & 18, 2022
ARENA BERLIN

+ DIGITAL DENIM WEEK

@Stakeholdercenter for Fair Out Label

PRESS RELEASE

24 MAY 2022

DENIM PREMIÈRE VISION DRAWS 1,600 INTERNATIONAL VISITORS TO BUOYANT, BUSINESS-CENTRIC FIRST BERLIN EDITION

After two years of Digital Denim Weeks and a first physical show in Milan last October, Denim Première Vision took place for the first time this 17 and 18 May at the Arena Berlin. Located at the intersection of the post-industrial Kreuzberg district and the former Soviet districts of Friedrichshain and Treptow, the area is now a busy crossroads of art and creation.

The dynamic, cosmopolitan German capital helped bring together and inspire the international denim community throughout the two-day show, which welcomed **83 exhibitors and over 1,600 visitors, along with 1,800 professionals who took an active part in the Digital Denim Week** from 16 to 20 May on the Première Vision website and Marketplace.

The show's highly international visitors - primarily buyers, designers, and order-writers - **were up 31% compared to the Milan edition. In terms of their positioning, visitors were of a notably high level** - and included fashion and luxury brands, retailers, pure jeanswear players, and web players.

Alongside German buyers, who topped the roster with 26% of visitors, show attendees were 74% international, coming from Europe (Italy, United Kingdom, France, Spain, Denmark, Netherlands, Poland, Switzerland, Serbia, Belgium, Portugal, Austria...), the **United States**, the **Euro-Mediterranean basin** (Turkey, Morocco, Tunisia), **Asia** (India, Pakistan, Bangladesh, China, Japan) and **Latin America** (Brazil, Argentina).

In a buoyant and festive atmosphere - like the Denim PV Sunset Party, organized with denim-maker NDL on the event's opening night - **but most of all focused on business**, industry professionals manifested their enthusiasm for a show held in the heart of an attractive and creative city such as Berlin, an event that fully met their expectations in terms of inspiration, materials sourcing, search for new partners and business development opportunities

ATTENDING THE SHOW:

ALBERTO / BEAUMANOIR / BERSHKA / BESTSELLER / BIMBA Y LOLA / BLUE DE GENES / BLUE FIRE CO / BONOBO / BRAVE KID / BUELTEL / CACHE CACHE / CARS JEANS / CHANEL / CLOSED / COLINS / CROSS JEANS / DIESEL / DOGG LABEL / DRYKORN / ESPRIT / FATHER AND SONS / FENDI / GEORGE / GUESS / HUGO BOSS / IKKS / IMPRESSIONEN / INDITEX / LACOSTE / LCWAIKIKI / LOTUS JEANS / MARC JACOBS / Marc O' Polo / MAX MARA / MERKOTEKS / MUSTANG JEANS / NEW YORKER / ONLY&SONS / OZAK TEKSTIL / PRADA / SCALPERS / SEZANE / STRADIVARIUS / TEDDY / TOM TAILOR / URBAN OUTFITTERS / WE FASHION / ZALANDO



CENTRAL HIGHLIGHTS OF THIS HYBRID EDITION:

- **The selective offer and latest developments from 83 leading companies:** weavers, fashion manufacturers/laundries/finishers, accessory makers and technology developers from Italy, Germany, Japan, Turkey, Morocco, Tunisia, Pakistan, China, India and Bangladesh.
- **High-quality and international visitors (74%) from 46 countries.**
- **Networking**, with primarily business-focused meetings between buyers and suppliers in the stands as well as online thanks to the optimized services and tools of the Première Vision Marketplace.
- **Denim inspiration and trends for Autumn Winter 23-24:**
 - **The Trends Agora:** an inspiring and informative space in the heart of the show to help visitors get a feel for the season, and discover key products from Denim Première Vision exhibitors: fabric samples, finished products and accessories.
 - See the [Denim Fashion Highlights](#) report for more information on the AW 23-24 trends.
 - **Informative in-person and online fashion seminars, lauded for their instructive content, led by Manon Mangin, Denim Product Manager at Première Vision**
 - **A Denim Season Seminar (at the show and online)** for a full understanding of the autumn winter 23-24 denim season.
 - **A digital Live Sourcing (online)** presented from the Trends Agora to help zero-in on the season's key themes.
 - **4 Exhibitor Live Sourcings (online)** to discover exhibitors' collections and latest innovations, live from their stands.

- **The commitment of Denim Première Vision and its exhibitors to support and assist the industry's sustainable transformation**, and offer product developments and services at the forefront of eco-responsibility concerns.
 - **Innovations presented at the show** in the Trends Agora, **and online**, both on the Marketplace and in specific articles on the website: www.premierevision.com
 - **2 Digital Denim Smart Talks to review the sector's ecological progress and innovations in terms of sustainable materials (to watch now *in replay on the Première Vision website*):**
 - **A Season Smart Talk** presenting new eco-friendly denim developments.
 - **A Traceability Smart Talk** to discover traceable-production solutions offered by the show's exhibitors.
 - **2 new conferences at the show:**
 - **A round table discussion in partnership with TextilWirtschaft magazine** bringing together weaver **Naveena Denim Ltd (NDL)**, a show exhibitor, and famed brand **Tom Tailor**, from Hamburg, Germany, to discuss their latest joint product: a denim made from hemp.
 - **A conference organized with the German Fashion Council** focusing on a study of German fashion's environmental footprint.

- **The PV DENIM * FASHION DISTRICT:** for the first time at the show, 10 brands and designers presented pieces developed in collaboration with show exhibitors, pieces they will include in their collections for next season.

- **The city of Berlin:** With its unique artistic richness and cultural diversity, Berlin is a dynamic, cosmopolitan city, at once historical, contemporary and avant-garde. A true source of inspiration for the show's manufacturers and brands.

MAY 2023: BERLIN, ACT II

Denim Première Vision is a roving show, and thus strives to ensure continuity between its various editions. While the show relies on new destinations to help industry professionals conquer new markets and discover fresh sources of inspiration, the challenge lies in building lasting relationships between these many different players.

After an edition dedicated to the spring-summer 2024 collections to be held in Milan, at Superstudio Più, on 23 & 24 November 2022, **Denim Première Vision will be returning to Berlin in May 2023.**



SAVE THE DATE

FOLLOWING BERLIN, DENIM PREMIÈRE VISION
RETURNS TO MILAN
23 & 24 NOVEMBER 2022

**A HYBRID EVENT
INCLUDING A DIGITAL DENIM WEEK
ONLINE FROM 21 TO 25 NOVEMBER 2022**

→ Find [all the photos from the last edition](#), as well as the [Autumn Winter 23-24 trend report](#), in the online press area, and [conference replays](#) and [news from the show](#) in the Denim Première Vision section of the Première Vision website.

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