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DENIM

**PRESS REPORT**  
30 NOVEMBER 2022

**23 & 24 NOVEMBER 2022**  
SUPERSTUDIO PIÙ, MILAN

**PREMIÈREVISION**  
*The art & heart of fashion*

[DENIM.PREMIEREVISION.COM](http://DENIM.PREMIEREVISION.COM)

## DENIM PREMIÈRE VISION CONCLUDES ITS MILAN EDITION: MULTIPLE CREATIVE AND SUSTAINABLE INNOVATIONS BRING TOGETHER OVER 2,000 VISITORS

This November 23 and 24, Denim Première Vision presented a buoyant and dynamic Milan edition marked by reunions, fruitful discussions and creative innovations to help guide fashion and jeanswear brands build their spring-summer 2024 denim collections.

A landmark edition in many ways for the show, which celebrated 15 years of inspiration and support for the creative denim industry:

- **The return in force of a diversified, qualified and international visitor base:** the show welcomed **2,027 visitors from 50 countries**, a **+27% increase over the Berlin edition** in June 2022 and a **+65% increase vs. the first post-pandemic edition held in Milan in October 2021**. Denim Première Vision demonstrated its dynamism and the industry's proactive response to the shock waves generated by the global political and economic instability, and constraints (travel limitations, lack of medium-to-long-term visibility) tied to the Covid-19 health crisis.
- **Among the most represented countries:** Italy (62% of visitors), Turkey, France, United Kingdom, Germany, Spain, United States, Switzerland, Portugal, Netherlands, Belgium, Denmark. And a noteworthy return of Japanese and Chinese visitors.
- **A selective offer of very high creative quality, on the cutting-edge of sustainable innovation:** the latest developments and innovations from **67 leading companies from 14 countries** - Italy, Spain, France, Turkey, Morocco, Japan, Pakistan, Bangladesh, China and more. Exhibitors numbering among the most creative, but also the most innovative, in terms of ethical and sustainable production, spanning all activity sectors in the supply chain:
  - *Spinners, weavers, garment manufacturers/laundries/finishers, component and accessory makers, technology developers.*



- **The business, festive and almost familial atmosphere that marked the show's two days in Milan:** In a still-complex global economic and political context tied to the war in Ukraine and its consequences (uncertainty, inflation, rising energy and raw material costs), the buoyant mood in the aisles and stands and sustained pace of meetings between buyers and suppliers, all pleased to be meeting and working together again, were marked by unfailing energy and optimism.
- **For the industry, the show plays an inspiring, forward-looking and highly influential role, reflected in 3 new forums, a new fashion seminar - the *Denim Trend Tasting* - and a successful 2<sup>nd</sup> season of the *Denim Fashion District*:**
  - **The 3 fashion areas:** Through a selection of fabrics, accessories and finished products, immersive photos and videos, visitors could get a feel for the spring summer 24 season and discover exhibitors' latest color and materials developments, as well as the sector's main technical and sustainable innovations. For the 1<sup>st</sup> time, guided tours of the forums were offered to buyers.
  - **The *Denim Trend Tasting* :** in their committed presentations, the *Première Vision* fashion team offered a daily decoding of the season's directions and trends to inspire the market and guide the building of the coming spring-summer 24 denim collections.
  - ***Denim Fashion District*:** for the 2<sup>nd</sup> consecutive season, some dozen ready-to-wear and accessories brands presented a preview of their collections created in partnership with the show's exhibitors.
- **The richness of the program and events to support industry developments:**
  - Some dozen talks featuring experts and exhibitors targeting the challenges facing the industry (eco-responsibility, digitization, production),
  - Unique experiences and workshops proposed by industry experts to better understand the techniques behind working with denim.

#### AT THE SHOW:

IACE DENIM / ALEXANDER MCQUEEN / ASOS / BEAUMANOIR / BENETTON / BERSHKA / BESTSELLER C&A / CANALI / CARRERA JEANS / CHANEL / DIESEL / EL CORTE INGLES / ERMENEGILDO ZEGNA / ETRO / GIORGIO ARMANI / GUCCI / GUESS / HERMES / HUGO BOSS / IKKS / INDITEX / JACK&JONES / KERING / LACOSTE / LC WAIKIKI / LIBERO / LOFT / MARINA RINALDI / MASSIMO DUTTI / MAX MARA / NIGEL CABOURN / PATRIOT JEANS / PAUL SMITH / PRADA / STRADIVARIUS / TEDDY / TRUSSARDI / VERSACE / VIVIENNE WESTWOOD / ZARA...

## THE SPRING-SUMMER 24 DENIM SEASON CONTINUES ONLINE

The physical show may have closed its doors, but sourcing and inspiration for the Spring Summer 24 denim collections continues online on [the Première Vision site](#).

- **The offer from the 67 exhibitors** at Denim Première Vision can be found all season long on [the Première Vision marketplace](#).
- **The S/S 24 Denim Trend Tastings**, presented by Première Vision's denim fashion expert Lorenza Martello, can be streamed online as of Monday November 28. These provide a good way to gain an understanding of the spring summer 24 denim season, with key inspirations and trend decodings, and directions in terms of styles, cuts and silhouettes.  
→ You can also find the leading Spring Summer 24 trends in [the S/S24 Fashion Highlights](#)
- **2 Digital Live Sourcing sessions**, presented from the show's forums by Lorenza Martello, denim fashion specialist at Première Vision, can be replayed on the Première Vision website. They take a deep dive into the season's highlights, featuring exhibitors' new products, which can be sourced online on [the Première Vision marketplace](#).
- **Two 3D Forums** propose a virtual and interactive tour of the fashion spaces at the show. An opportunity to better decode the season's offer and trends before sourcing the presented materials on the Première Vision Marketplace.
- **Articles and in-depth analyses of products and trends**, found in the magazine section of the website, introduce you to the industry's latest creative and technical innovations, and better prepare the building of future denim collections.

### IFM X PREMIÈRE VISION STUDY\* :

#### Buying behaviors and sustainability criteria for denim products in Europe and the US

A study conducted in April 2022 by Première Vision as part of the Institut Français de la Mode x Première Vision Chair reveals new purchasing behaviors on the part of European (France, Italy, Germany, UK) and American (US) consumers in terms of denim fashion products, and presents the criteria used by these consumers to determine what they believe defines a pair of eco-responsible jeans.

[All the results can be found in the show's press kit or in the infographic available in the press section of the Première Vision website.](#)

\*Consumer survey conducted online in April 2022 as part of the Institut Français de la Mode X Première Vision Chair, in France, Italy, Germany, the UK and the US, of a sample of 6,000 people (1,200 surveyed per country), representative of each country's population, aged 18 and over.

**SAVE THE DATE**

AFTER MILAN,  
DENIM PREMIÈRE VISION  
RETURNS TO GERMANY

**TO THE ARENA BERLIN  
MAY 31<sup>ST</sup> & JUNE 1<sup>ST</sup> 2023**

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