

# SUMMARY FASHION TRENDS SPRING SUMMER 24

PREMIÈREViSION

*The art & heart of fashion*



THE SHOW'S FASHION INFORMATION TOOK FULL SHAPE AT THE PREMIÈRE VISION PARIS SHOW THIS PAST 7-9 FEBRUARY. FIVE FASHION SPACES, BOTH CROSS-SECTORAL AND SPECIFIC, A COLOR RANGE AND HARMONIES BY MARKET, A SELECTION OF PRODUCTS FROM EACH ACTIVITY SECTOR, CONFERENCES AND FASHION PRESENTATIONS, IMMERSIVE AND INTERACTIVE DISPLAYS AND SPACES, A WEALTH OF ILLUSTRATED AND MULTIMEDIA DOCUMENTS ALL CAME TOGETHER TO GIVE MARKETS AN OPTIMAL VISION OF THE SPRING-SUMMER 24 SEASON.



26

The Spring Summer 24 season cultivates a synergy between pragmatic and utopian ideals.

Projections into a viable, desirable future are grounded in expert know-hows, and a redefining of our production methods with a vital restraint.

Dreams and the imagination are true drivers of innovation, creativity and product developments.

A new need is emerging: to allow ourselves to perceive alternate visions of reality.

Dreams represent a new creative path, expressed in four mutually complementary narratives:

An **ambiguous dream**, a deliberately vague dream, welcoming uncertainty and embracing melancholy. References cross and intersect in indefinite blends, with a cloudy aesthetic, like a mysterious smokescreen. To re-think beauty criteria, embrace dissonance, and invent unexplored formal vocabularies.

A **visionary reverie**, a dazzlingly luminosity fantasizing a fairytale and digital Eden, in pale, acidic colorways. An updated vision of the idyllic abundance of paradise, where the virtual world emerges as an alternative reality, celebrating imaginative freedom. With luminous materials, iridescent digital gleams and a fanciful evanescence, traced out by colorful vibrations.

A **sustainable idealism**, anchoring ecological concerns even more deeply in the heart of our creative processes. An idealism honoring nature and raw materials in ingenious designs, and proposes implementing alternative solutions to provide a new creative impetus.

Steering towards a future guided by common sense and adaptability, in harmony with nature, connecting new problems to ancestral solutions. Assigning value to quality and authenticity - partners of sustainability and circular processes.

And powerful and mystical **primal imaginings**, underlining the strength of materials and the power of color. A search for meaning that moves away from the ephemeral, for fashion that reconnects with lost local traditions and exceptional handcrafts. Inspirations that steep the season in a mystical spirituality, with a rustic power. Celebrating materials, which fundamentally ground us in reality, and are synonymous with rarity and quality.

Going from dream to reality, from creativity to pragmatism, involves a balancing act. They are two parallel tracks, combining a rational approach to production with the need to offer plural imaginative visions.

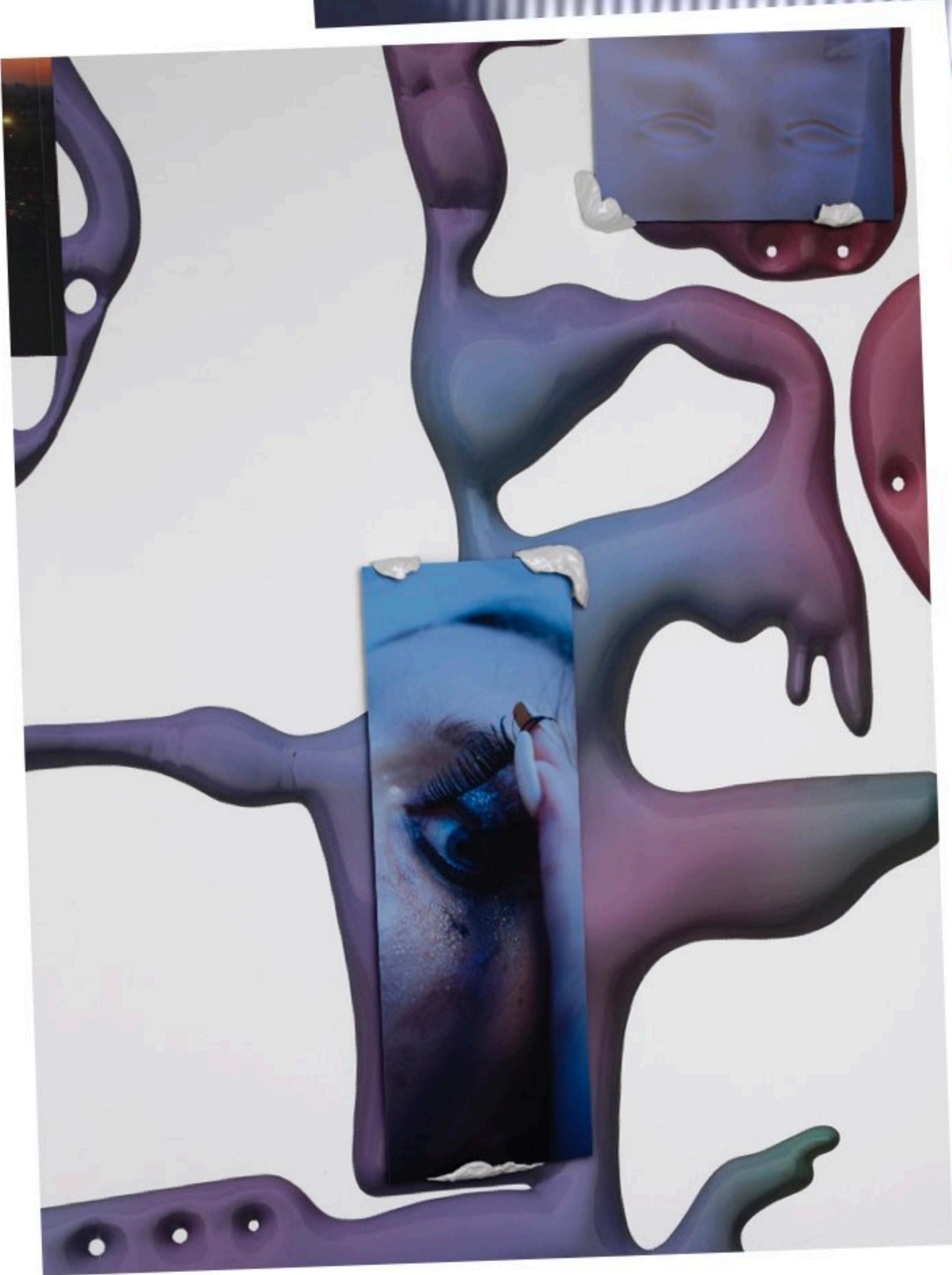


*Now Cool, 2021 ©Thomas Auriol*

26

# ambiguous dreams

## rêve ambigu



Marilou Poncin, *Perfection is a lie so play with it*, 2022 - Passerelle Centre d'art contemporain, Brest © photo : Aurélien Mole



PV



©Alex Valentina @alexvxvxvxvx

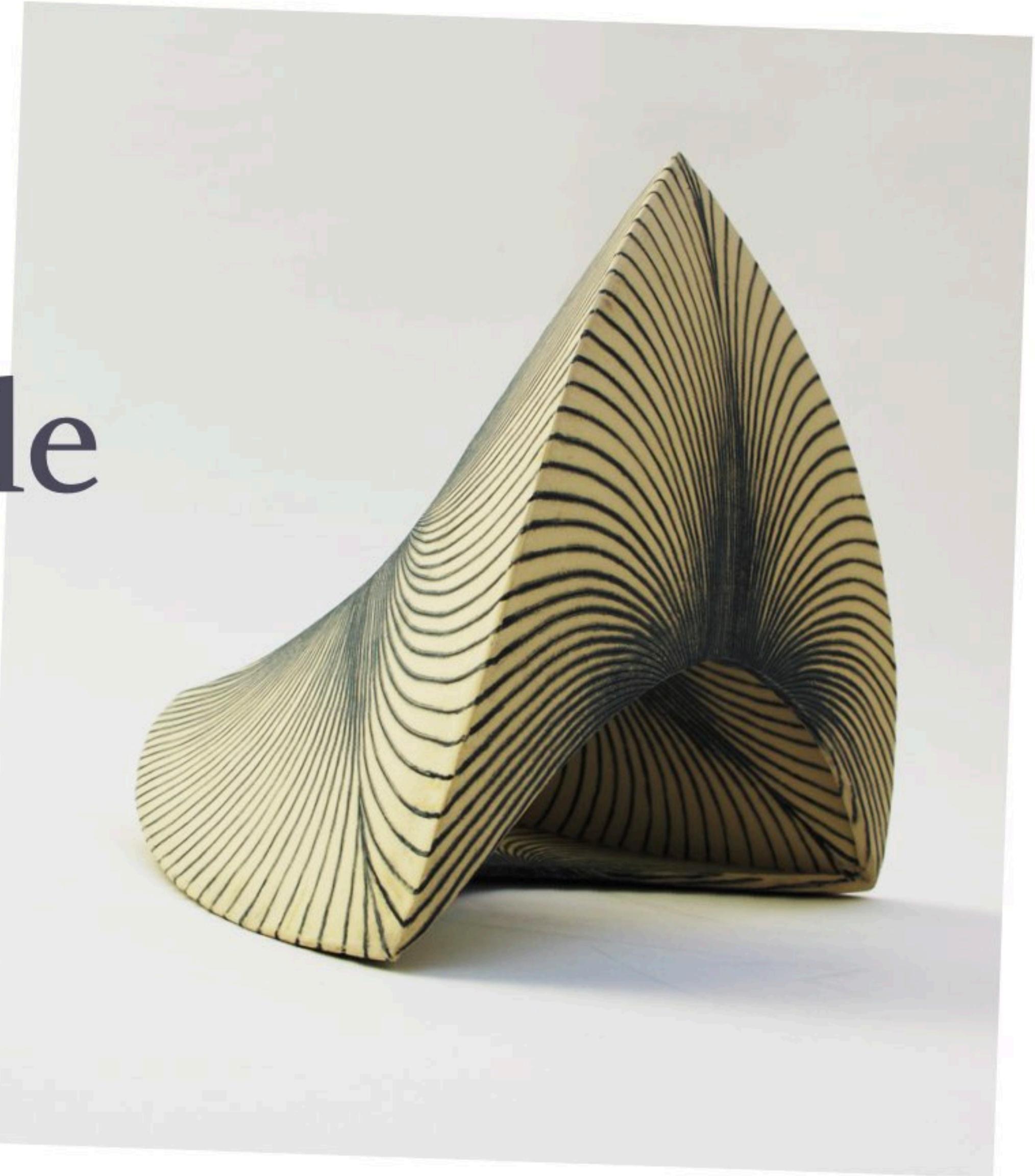
# visionary reveries

## onirisme visionnaire

26

# sustainable idealism

## idéalisme durable



*Erinea III* ©María  
Oriza Pérez

26

PV



© Ivana Jusic

# primal imaginings imaginaires originels



# colors couleurs

PREMIÈREViSION  
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This season, the range makes full use of its differentiating potential. Its force of attraction is amplified by a marked luminosity. This new radiance unleashes a stimulating energy and vastly multiplies color's power of influence. Composed vertically and horizontally, harmonies offer a two-way reading, for a spring-summer 24 rich in multiple chromatic interactions.

**The vertical lines embody 4 singular approaches, driving the imagination and inspiring a reset of our understanding of reality.**

#### **1. Versatile shades**

Illusive tones with ambiguous pigmentations that evoke turmoil and turn doubtfulness into a creative fertilizer. Distorted colors, interrupted tones, indicators of changing states, between materiality and evanescence, between melancholy and enchantment.

#### **2. Radiant luminosities**

An idyllic paleness that transports liveliness into a dazzling softness. The utopia of a tender and light future, revealed by a palette of artificial pastels. A magical escape into a supernatural landscape that fantasizes a graceful digital Eden.

#### **3. Quiet naturalness**

Elemental shades oscillating between a precious neutrality and rudimentary pigmentations. Additive-free hues evoking wetlands, warm soils and cold lights. Raw or sparingly tinted whites, for timeless modulations.

#### **4. Magnetic intensities**

Powerful chromatic vibrations instilling a veneration of color. The pigmentary overload of deep, light-absorbing brights. Dramatic darks nourished by steeped saturations. The eruption of an underground energy with mystical accents.

Horizontally, color quartets in 7 combinations suggesting versatile uses, offering new and customizable possibilities.

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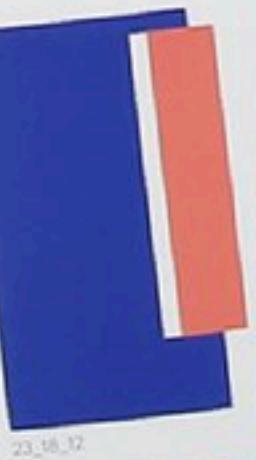
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# Colorange



**FLUORESCENT SIGNAGE**  
Here blues are revved up, worked in trios with whites that boost pastels for a fluorescent signage effect. Highlighted, lightened, blues stand out in collections for a heightened visibility - on the field and on our screens. Pastels take an acidic turn to emphasize yokes, inserts and seams on sports jerseys and leggings. They can also be imagined in layers of embroidery, worked in contrast on indigo jackets and blousons, or for accessories in a playful pop vein.



23,26,32



8,18,19

**GRATING MULTICOLOR**  
These multicolored, grating associations combine reddish tones and neutrals with an acidic base: greens, yellows and blues. A liveliness that attains its full effect in psychedelic all-over motifs. For shoes molded in bioplastics, or pop accessories like glasses, hats, and belts. Like sourball candies, they inject a summery acidity to collections, which they round out and rejuvenate with a playful sense of fun.



9,25,28



13,16,21



13,16,21

# Colorange

INSPIRING CONTENT

28 EXCLUSIVE COLORS

51 EXCLUSIVE HARMONIES

KEY COLOR COMBINATIONS  
AND MAJOR TRENDS

FOR FABRICS, LEATHER,  
PRINTS AND ACCESSORIES



REViSION  
*art of fashion*





**decodings**  
décryptages

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**virtual reality**  
réalité virtuelle

**augmented reality**  
matérialité augmentée

PREMIÈREViSiON  
*The art & heart of fashion*

# virtual reality

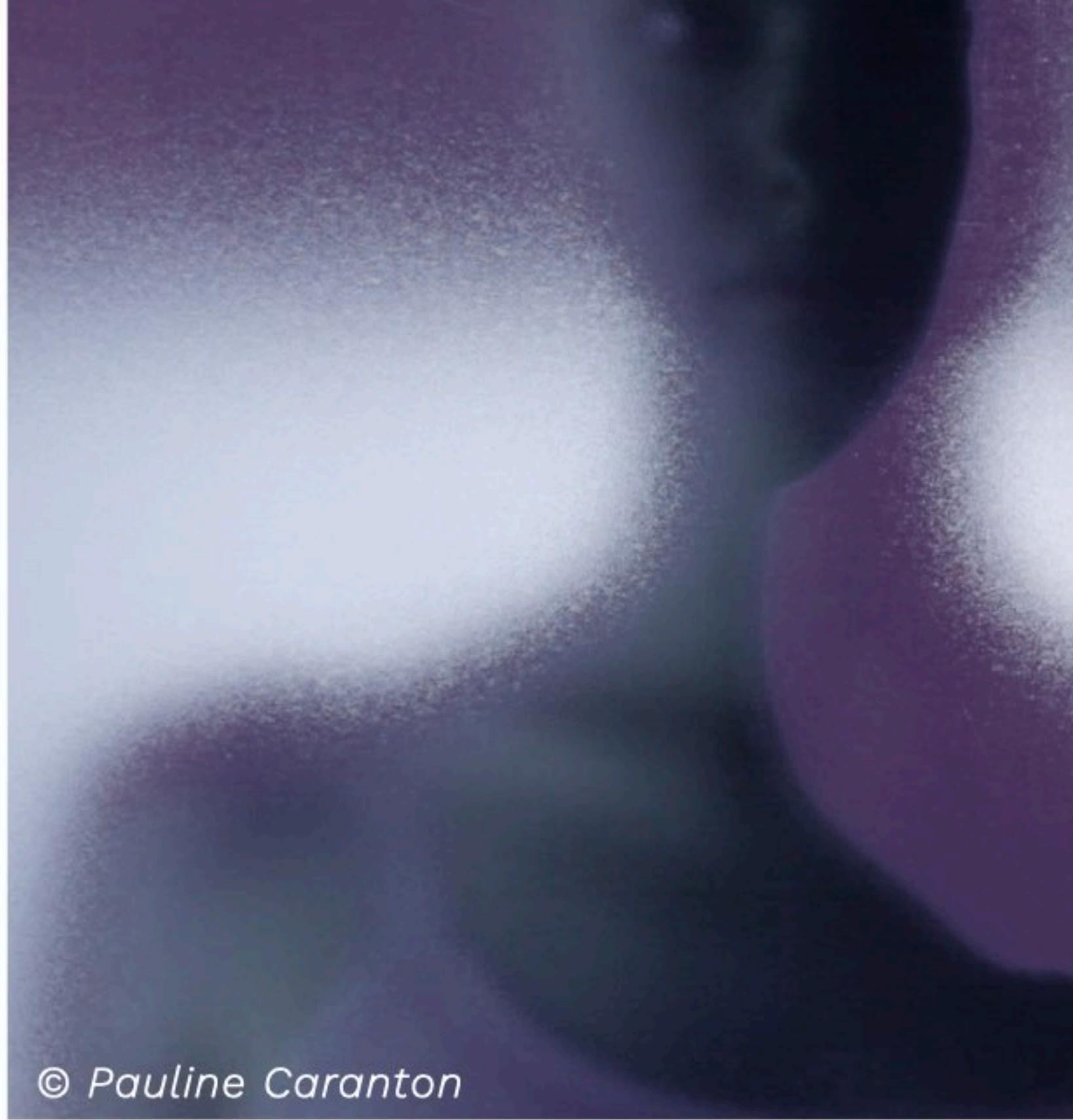
## réalité virtuelle

**blurry  
filter**  
filtre  
trouble

**luminous  
vibrations**  
vibrations  
lumineuses

**precise  
lightness**  
évanescence  
précise

virtual reality



© Pauline Caranton

# blurry filter filtre trouble

**Blurry aspects** and **irregularities** reflect hesitations and uncertainty in the collections, with a **cloudy aesthetic**, embracing a romantic 21th century melancholy. Colors are distorted, interrupted, indicators of changing states, **between substance and evanescence**. Prints with diffuse gradations, fibers blends bringing chiné effects, or sprayed celestial halos worked in layers, inject **dreaminess** to the Spring-Summer 24 silhouettes.

PV



blurry filter  
filtre trouble

FABRICS

PYRATEX® (ES)



PV



FAMILITEX (PT)



blurry filter  
filtre trouble

FABRICS

ADALBERTO (PT)

PV





blurry filter  
filtre trouble

FABRICS

MITWILL TEXTILES EUROPE (FR)

PV

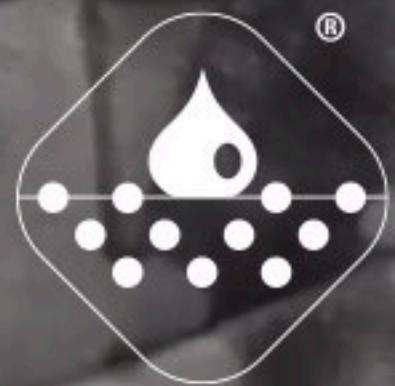
28

blurry filter  
filtre trouble

FABRICS

IMPRESA TESSILE SPA (IT)

MAJOCCHI (IT)



PV

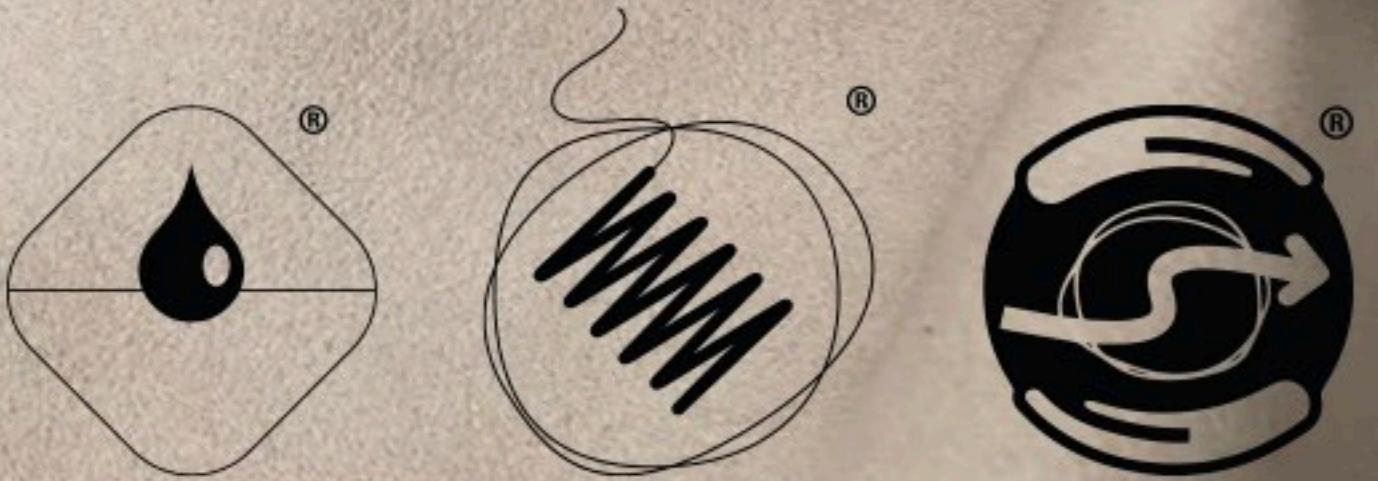


blurry filter  
filtre trouble

LEATHER

TESS ISTANBUL / TURKEY (TR)

PV



86

blurry filter  
filtre trouble

LEATHER

RAYNAUD JEUNE (FR)

PV



26

blurry filter  
filtre trouble

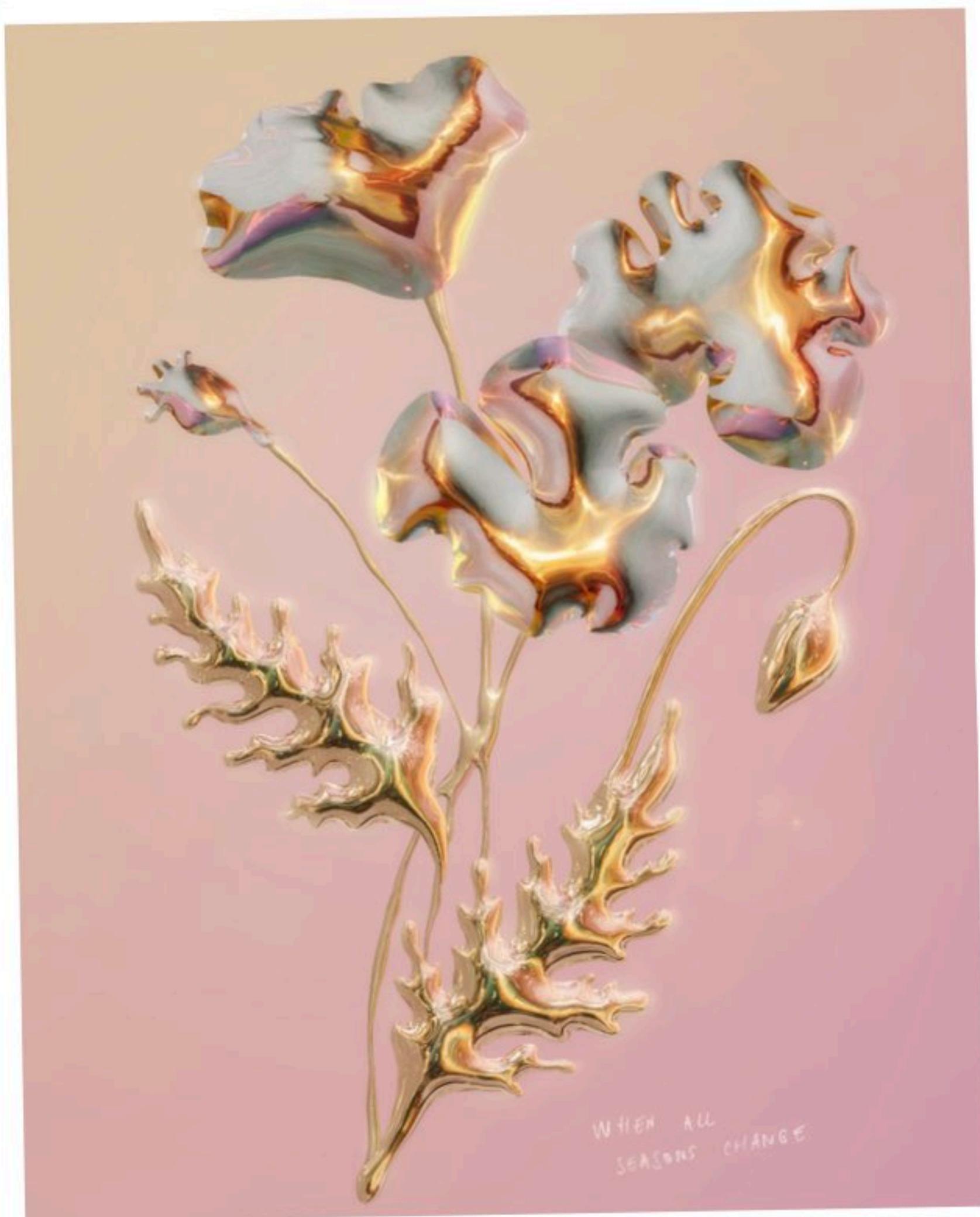
LEATHER

AXA (IN)

PV

86

virtual reality



©Alex Valentina @alexvxxvxvx

# luminous vibrations vibrations lumineuses

One of the characteristics of the digital signature is how **it plays with light**. The latter changes our relationship to color, boosting **brightness** and **pastel tones**. Subtle and discreet, the luminous vocabulary of shine is updated this season with **pearlescence and iridescence** acting like filters, as a contrast between reality and matter from another world. **Intense reflections** amplify the motion feeling for high performance clothing and bring a modern look to classic florals in the silk universe.

26



luminous  
vibrations  
vibrations  
lumineuses



**luminous vibrations**  
vibrations lumineuses

FABRICS

**BARUTCU (TR)**

PV





luminous vibrations  
vibrations lumineuses

FABRICS

SFATE & COMPIER (FR)

PV



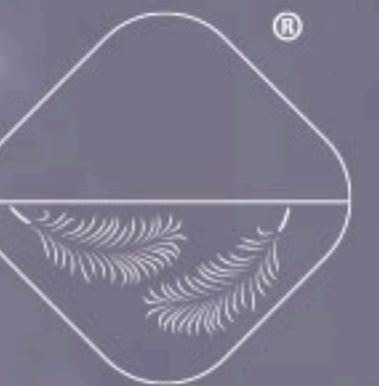
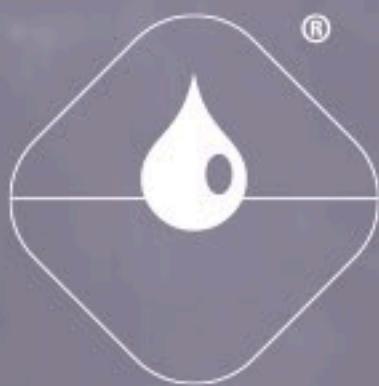


luminous vibrations  
vibrations lumineuses

FABRICS

KOOJOO FABRIC (KR)

PV





FABRICS

# luminous vibrations vibrations lumineuses

PV

BELLA TELA (GB)

26

# luminous vibrations vibrations lumineuses

LEATHER

INTER LEATHER (ES)

PV

86

# luminous vibrations vibrations lumineuses

LEATHER

PV

GRUPPO MASTROTTO (IT)





# luminous vibrations

vibrations lumineuses

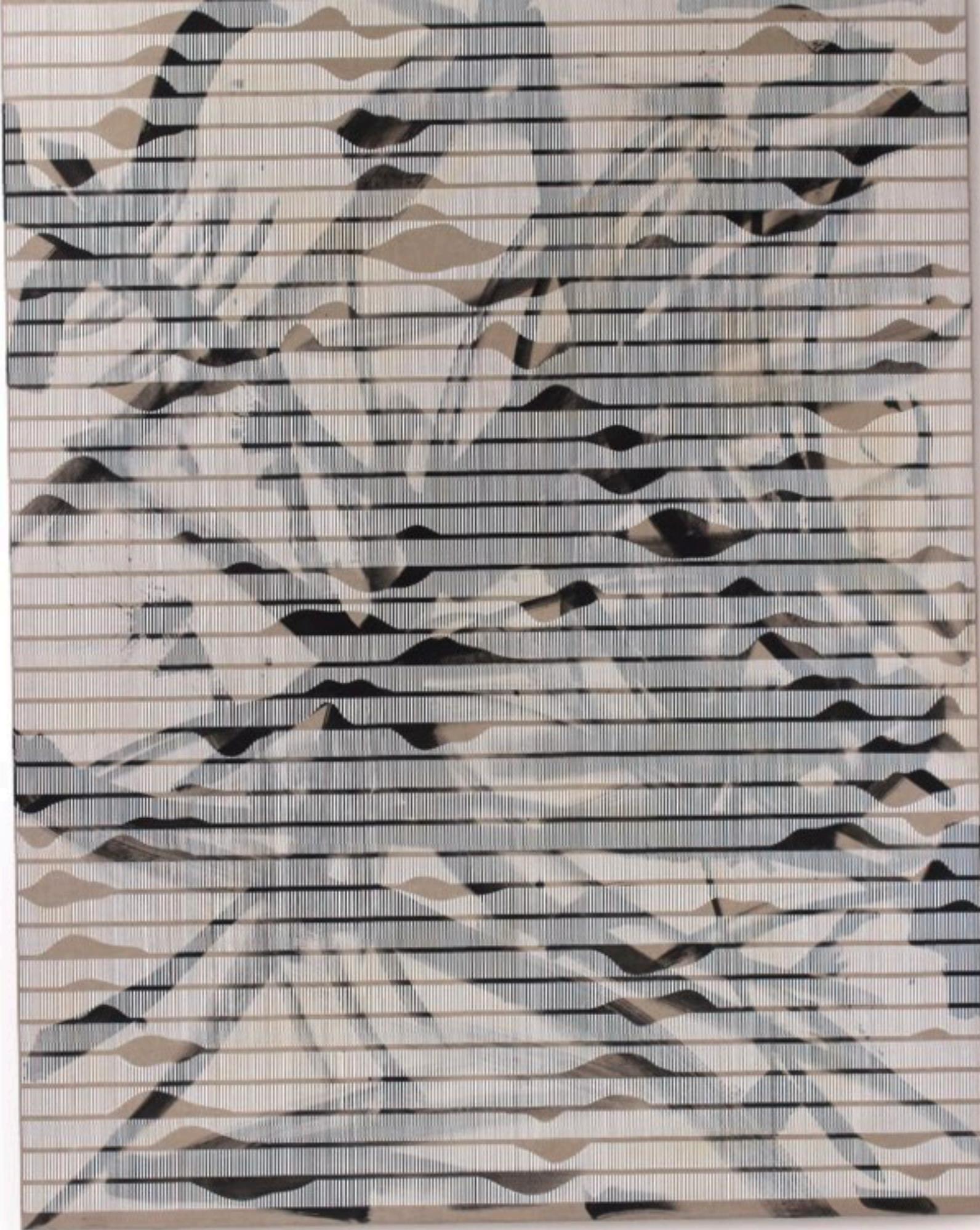
LEATHER

DIAS RUIVO (PT)

PV

virtual reality

26



Untitled (sp), 2022 ©Frank Moll

# precise lightness évanescence précise

The products strive to convey the **invisible technology** that surrounds us in a tangible way, with a **precise lightness**. Like a filter, fashion suggests we dress in **air**, in **lightness**. The need for fanciness and minimalism is applied to all categories, from fitted to more vaporous dresses and jackets, on fabrics or leathers. These **airy structures** are **meticulously open-worked**. Constructions are fine, in weights attaining **evanescent transparencies**. While they may be spotted from afar, their sophistication is only perceptible up close.

26

precise lightness  
évanescence précise

FABRICS

GUIGOU (FR)

PV

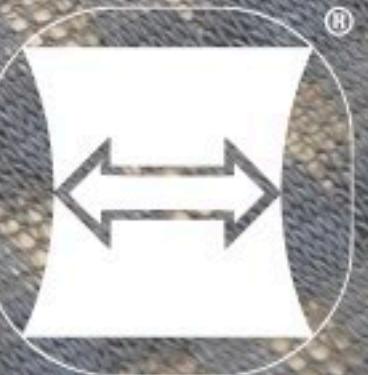
26

precise lightness  
évanescence précise

FABRICS

KANEMASA KNITTING (JP)

PV





precise lightness  
évanescence précise

FABRICS

BALAS TEXTILE (FR)

PV





precise lightness  
évanescence précise

FABRICS

PV

MAISON LÉVÊQUE (FR)

SOPHIE HALLETTE (FR)



precise lightness  
évanescence précise

FABRIS

UNI TEXTILE (JP)

IPV

CARPENTIER & PREUX (FR)



precise lightness  
évanescence précise

LEATHER

DELTA NEO (FR)

PV

26

precise lightness  
évanescence précise

LEATHER

DELTA NEO (FR)

®



precise lightness  
évanescence précise

LEATHER



MARMARA (TR)

TM



CETINKAYA (TR)

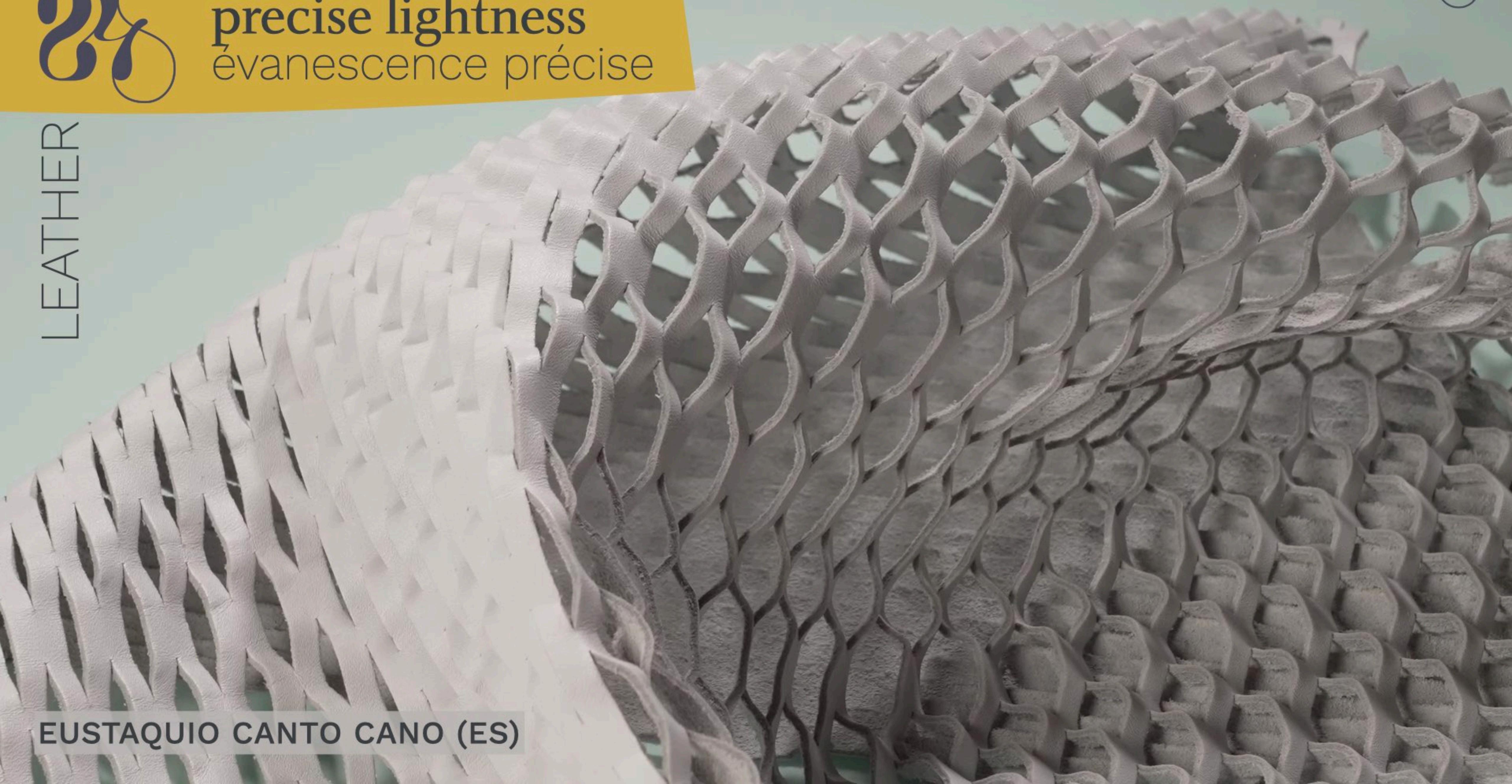


precise lightness  
évanescence précise

LEATHER

PV

EUSTAQUIO CANTO CANO (ES)



# augmented reality

## matérialité augmentée

**second  
skins**  
secondes  
peaux

**expert  
density**  
fermé  
experte

**refined  
rustics**  
rustique  
raffiné



augmented reality

26

PV



© Federico Maddalozzo

# second skins

## secondes peaux

The **need for tactility** increases this season with fabrics and leathers that cling to the skin. A

**heightened softness wakes up the senses.**

They are new second skins that go beyond technical underlayers. **Lingerie** inspires the collections, jumpsuits and bodysuits are cut and reassembled for new asymmetrical body shapes. Stretchy voiles and **anatomical** bi-stretch fabrics follow the body in motion.

Sheathing and shaping garments guarantee optimal comfort and breathability, while remaining effortless.



second skins  
secondes peaux

FABRICS

NEW JUNIOR (ES)

PV



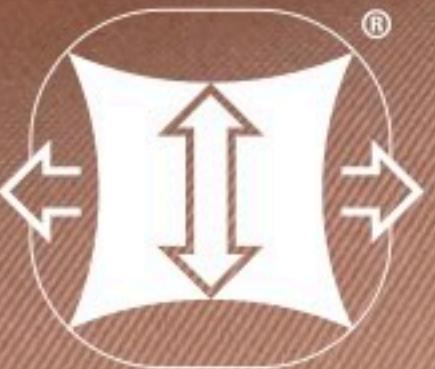


second skins  
secondes peaux

FABRICS

AKIN TEKSTIL (TR)

PV





second skins  
secondes peaux

PV

FABRICS

VILARTEX (PT)



second skins  
secondes peaux

FABRICS

A-GIRLS (JP)

VICTORIA TEXTILE (KR)





second skins  
secondes peaux

FABRICS

BOUTON RENAUD (FR)

ADA DENIM (TR)

PV

Cuir's Stretch



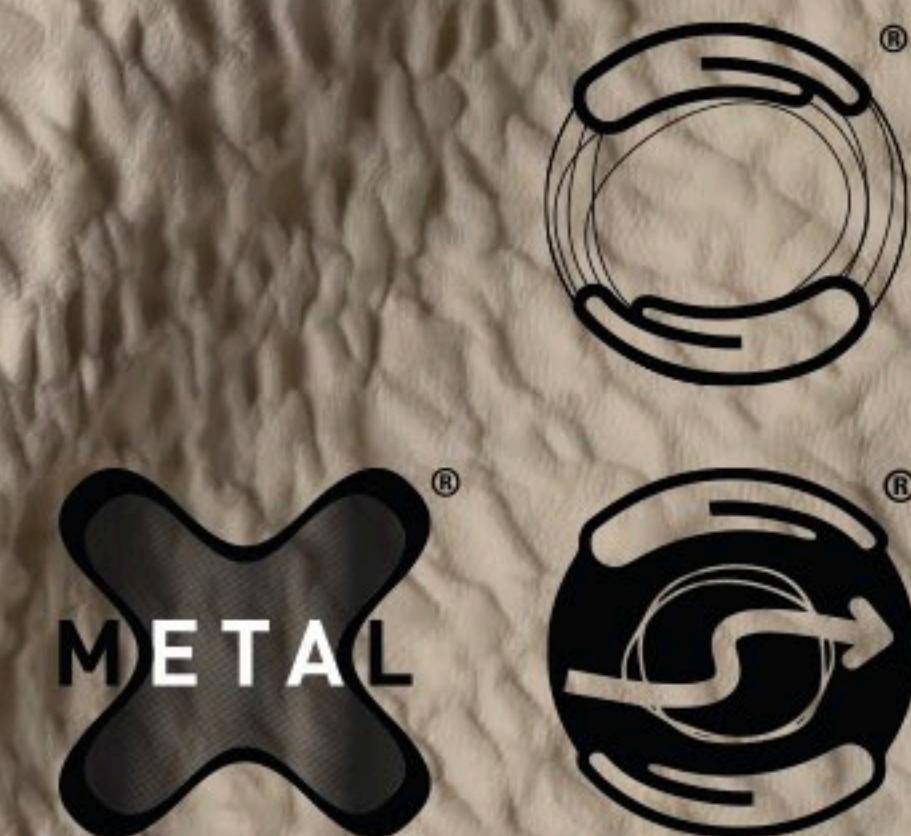
# second skins secondes peaux

LEATHER



TESS ISTANBUL /  
TURKEY (TR)

PV



MARMARA (TR)

augmented reality



Digital Dust ©Noor Nuyten /  
photo Gert Jan van Rooij. Courtesy  
Upstream Gallery Amsterdam

# expert density fermeté experte

This season reflects a **quest for substance**.

In answer to the crisis in raw materials, fabrics and leather are seeking to differentiate themselves. It becomes essential to trust the products to be **long-lasting**, in order to be more **sustainable**.

This search is combined with a need for **intrinsic exceptionality** in the materials: a lavish inner luxury, an **increased density**, and **sophisticated fineness**. Couture's fabrics and exceptional **know-how** are highlighted in the collections.

In leathers, a **new firmness** is observed with **contemporary mat, clean and urban** finishings.



expert density  
fermeté experte

LEATHER

TANNERIE SOVOS GROSJEAN (FR)

PV





expert density  
fermé experte

LEATHER

TANNERIE DU PUY (FR)

PV





expert density  
fermeté experte

LEATHER

TESS ISTANBUL / TURKEY (TR)

PV





expert density  
fermeté experte

FABRICS

MITSUBISHI CHEMICAL  
CORPORATION(JP)

PV





expert density  
fermeté experte

FABRICS

SFATE & COMBIER (FR)

PV



expert density  
ferméte experte

FABRICS

GUIGOU (FR)

PV





expert density  
fermeté experte

FABRICS

MAJOCCHI (IT)

PV



augmented reality

28



©Jibbe van Schie

# refined rustics

## rustique raffiné

Products celebrate plant life and express the desire for a more **symbiotic relationship with nature**.

The **rise of bast fibers** is observed in the collections. These natural fibers are evolving, becoming more supple, luxurious, emphasizing **hybrids** and the **versatility** of uses.

An **artisanal resonance** highlights know-how, crafts, and pushes us to explore the **singularity** of yarns.



refined rustics  
rustique raffiné

FABRICS

BARUTCU (TR)

PV





refined rustics  
rustique raffiné

FABRICS

PONTEX SINCE 1972 (IT)

PV

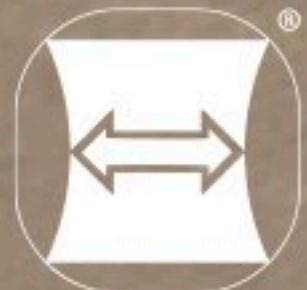


ALBIZZATE (IT)



refined rustics  
rustique raffiné

FABRICS



PAULO DE OLIVEIRA (PT)

PV



EVEREST (TW)



refined rustics  
rustique raffiné

FABRICS



ADALBERTO (PT)



ACATEL – IMPETUS GROUP (PT)

PV



refined rustics  
rustique raffiné

FABRICS

PV

SETERIE ARGENTI (IT)



refined rustics  
rustique raffiné

FABRICS

CARLO POZZI (IT)

PV

FABRICS



refined rustics  
rustique raffiné

PV

BHARAT SILKS (IN)

28

refined rustics  
rustique raffiné

FABRICS

PV

SETERIE ARGENTI (IT)



# SUSTAINABILITY

## keys to eco-responsible sourcing

les clés d'un sourcing  
éco-responsable

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# environmental management

## management environnemental

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In today's world, it is important to consider the global impact of a product, taking into account initiatives carried out by the various players along the value chain. These include **environmental management**, social policies and advances in terms of measuring impact and the application of environmental labeling.

Suppliers can share information on these points, providing details about any tools that have been developed as well as compliance information and certifications concerning:

- **Energy consumption** and types of energy used
- **Water consumption** and effluent treatment
- **Waste management** and pre-consumer revalorization strategies
- **Reduction of gas emissions** and toxic substances



# origin & traceability

origine  
et traçabilité

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## FABRICS

*A witness to all the efforts undertaken throughout the production chain, traceability reveals the selected provenances and procedures.*

*Cellulosic materials authenticate their involvement in sustainable forest management programs. European linens attest to their excellence by using the European Flax® and Masters of Linen® labels to guarantee their origin and certify their traceability at every stage of the fabric's production.*

*Silks are developed organically, ensuring good practices throughout the production process, from the cultivation of mulberry trees to the harvest.*

*In cottons, qualities derived from regenerative cultivation exceed the standard criteria of organic crops to help safeguard or restore ecosystems.*



organic chic  
biologique chic

FABRICS



TBM GROUP (IT)

PV



MARIO CUCCETTI TESSUTTI (IT)



regenerative cotton  
coton régénératif

FABRICS

SÖKTAS (TR)

PV



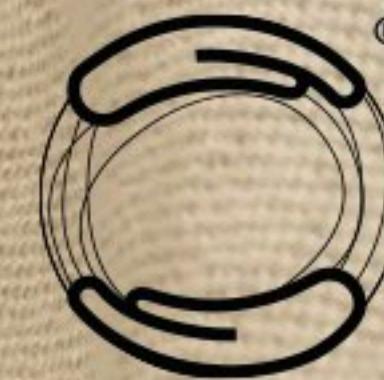


European linen  
lin certifié européen

FABRICS



VELCOREX (FR)



PV

28

organic linen  
lin biologique

FABRICS

MIGUEL ALEMANY (ES)

PV





organic silk  
soie biologique

FABRICS

BÉLINAC (FR)

PV





FSC certified viscose  
viscose certifiée FSC

FABRICS



MANIFATTURA EMMETEX (IT)

PV





traceable ecovero  
ecovero traçável

FABRICS

LUIS AZEVEDO & FILHOS (PT)

PV



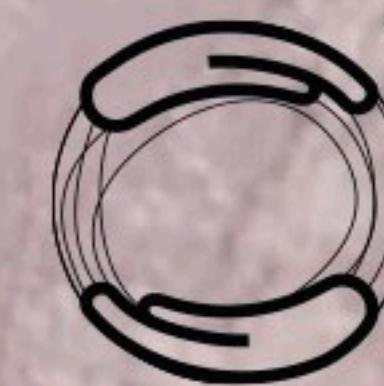


FABRICS

traceable ecovero  
ecovero traçável

PV

SHANGHAI SKYTEX (CN)





traceable naia  
naia traçável

FABRICS



TAKISADA NAGOYA (JP)

PV



KIPAS (TR)



FABRICS

traceable seacell  
seacell traçable

PV

TEXTIL SANTADERINA (ES)



## LEATHER



*Tanners are committed to transparency about the origins of skins, and are sharing the conditions under which cattle, sheep and goats are raised to attest to the welfare of the animals.*

*Some partnerships are made directly with breeders, preferably in short circuits, to provide the security of local and more easily verified leather chains. Laser marking techniques are another compelling solution in terms of tracking individual hides.*

*ICEC's Leather Traceability certification ensures reliable and verifiable information about the origin of raw hides, semi-finished leathers and finished leathers. Traceability goes as far as the guaranteed origin of tannins, with the wood used coming from sustainably managed forests.*



traceable buffalo  
buffle traçable

LEATHER

OLIVENLEDER (DE)

PV



LEATHER



guaranteed origin France skin  
peau origine France garantie

PECHDO (FR)

PV





LWG tannery  
tannerie LWG

LEATHER

REMY CARRIAT (FR)

PV





# raw materials diversification

## diversification des matières premières

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# FABRICS

*For a long time, the sustainable fiber offer was focused on organic cottons and recycled polyesters. The renewed popularity of bast fibers is now favoring the use of linen and hemp, both in casual and suiting qualities, with increasingly varied proposals in knits, shirtings and silky blends.*

*Opening the way to new resources, fibers are gaining a foothold in circularity by favoring food industry co-products as raw materials. Fruit deposits and pineapple and banana tree fibers lend strength and a natural quality to casual knits and fabrics.*

*Another opportunity is to create synthetic bio-sourced textiles from corn, sugar cane, castor or beet biomass. Polymerization based on renewable materials can generate high-performance polyester, polyamide and elastane, thus breaking free from petrochemical resources.*



**hemp mix**  
chanvre en mix

FABRICS

LINEAESSE GROUP (IT)

PV





nettle  
ortie

FABRICS

XENITEX (FR)

PV





FABRICS

abaca/banana fiber  
abaca/fibre de banane

PV

TEARFIL TEXTILE YARNS (PT)





orange

FABRICS

TEARFIL TEXTILE YARNS (PT)  
ADALBERTO (PT)

PV





agraloop

FABRICS

A. SAMPAIO & FILHOS (PT)

PV



# LEATHER

*Although chrome tanning is still the most widely used, other tannins are emerging to expand the possibilities in terms of skin behaviors and colorings.*

*Vegetable tannins are updated by using extracts from rhubarb roots and olive leaves. These circular tannins give leathers a roundness and suppleness that is unique in vegetable tanning. Hemp continues to win over the fashion industry, relying on hemp oil co-products transformed into biopolymers to join other synthetic metal-free tanning formulas.*

*The winning combination of synthetic tanning for suppleness and color absorption, and vegetable re-tanning for firmness and liveliness, produces a new leather offer for spring-summer bags and shoes.*

*Chrome-free tannings are being perfected to offer qualities similar to that of chrome - suppleness, elasticity, skin resilience - in a wide range of colors, while providing the added assurance of leather tanned without heavy metals.*



LEATHER

vegetable tanning: color  
tannage végétal : couleur

PV

DIAS RUIVO (PT)



LEATHER



metal-free: white  
metal free : blanc

PV

DANI (IT)





LEATHER

chrome-free

PV

CONCERIA M2 (IT)

code perf



# dyeing & finishing

## teinture et finissage

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## FABRICS

*A more frugal approach means turning to naturally colored cotton varieties, or using the original hues of the plant fibers to develop refined color-woven fancies or chinés.*

*Recycling also offers solutions to problems posed by dyeing, by transforming scrapped textiles into micro-powder dyes, or by using recycled fibers already dyed during their first life, without re-dyeing them.*

*The most innovative processes exploit high-performance black pigments developed from wood residues from sustainably managed resources. Pigment bio-manufacturing is developing thanks to dyeing technologies generated by the fermentation of agricultural waste.*

*Finishing processes are turning to plant co-products to develop windproof or waterproof membranes, and synthetic polymers with improved biodegradability.*



undyed  
non-teints

FABRICS

INNOVATIV (BR)





color from recycled fiber  
couleur issue du recyclage

FABRICS



SHARABATI DENIM (TR & EG)

PV





FABRICS

# waterless color teinture sans eau

PV



RDD (PT)



ARIFIL (ES)



# colors from food waste

colorants issus de déchets alimentaires

FABRICS

CRAFTEVO - V&A JAPAN (JP)

PV





natural dye  
teinture naturelle

FABRICS

YOSHIMASA ORIMONO (JP)

PV



# LEATHER

*In a virtuous approach, good practices aim to minimize transformation processes. This is where Basanes present real opportunities. Beyond their qualities as tanning and re-tanning agents, the natural extracts used lend a subtle coloring effect. Delicate color nuances are also achieved by using quebracho for reddish tones, mimosa for pinkish shades, and acacia for creamy hues. This approach also extends to circular tannins from grape marc, used for re-tanning and coloring in the same bath, thanks to pigments naturally present in these co-products.*

*Finishings also feature reduced impact, with water-based solvent-free polyurethane varnishes, and vegetable waxes that impart softness, suppleness and pull-up effects. Delicate color nuances are achieved with the use of quebracho for reddish tones, mimosa for pinkish shades, or acacia for creamy hues.*

*This is also achieved with circular tannins from grape marc, re-tanning and coloring in the same bath thanks to the pigments naturally present in these co-products. Finishings are also featuring reduced impact, with solvent-free water-based polyurethane varnishes, and vegetable waxes that impart softness, suppleness and pull-up effects.*



wine tanning  
tannage au vin

LEATHER



TOMITA KOGYO (JP)

PV





# solvent-free finishing

finissage sans solvant

LEATHER



TESS (TR)

PV



TMM (TN)



# circularity & recycling

## circularité et recyclage

PREMIÈREViSiON  
*The art & heart of fashion*

# FABRICS

*Resource conservation is a challenge that calls for the use of so-called secondary raw materials, those which have already had a first life. For example, textile offcuts and agricultural waste provide a wealth of resources to produce new fibers.*

*Artificial fibers and materials take advantage of recyclable resources. Thanks to new technologies, cellulose can be extracted from hemp oil residues, citrus fruit production, or unused textiles.*

*Technical fabrics for summer also ensure circularity in several ways. The first option is to transform waste collected during ocean clean-up into recycled polyesters or polyamides.*

*Another alternative is to ensure optimized biodegradability, by turning to new generations of synthetics that have been designed to release a minimum amount of plastic microfibers into the environment.*



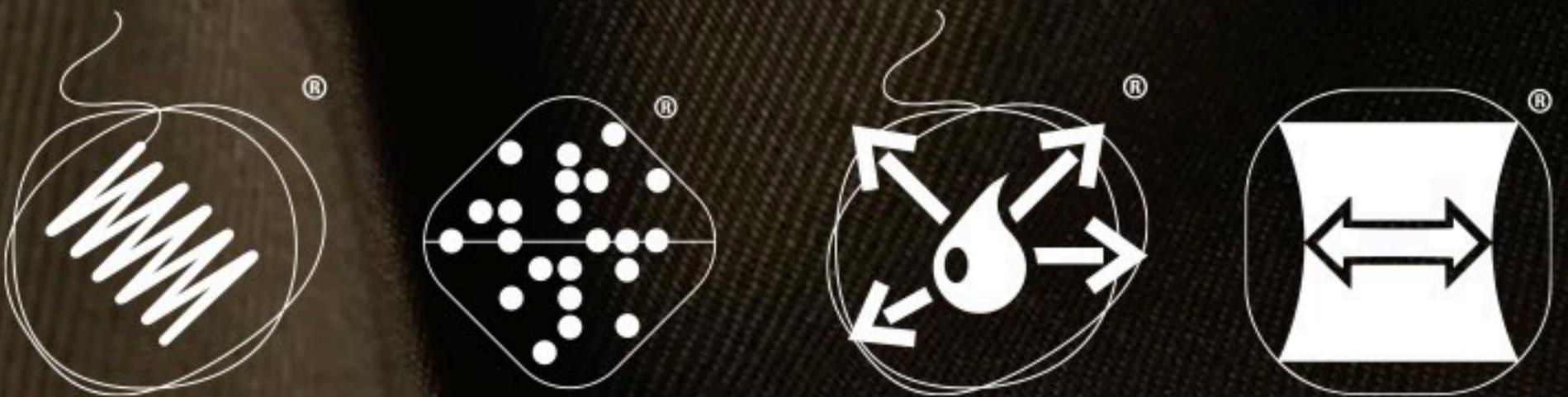


biodegradable PET  
PET biodégradable

FABRICS

EVEREST TEXTILE (TW)

PV





recycled PA  
PA recyclé

FABRICS

SHINKONG TEXTILE (TW)

FIVEOL TEXTIL (IT)

PV



mechanically recycled cotton  
coton recyclé mécaniquement

FABRICS

DESTRO - OFF LINE BY EUROTESSILE (IT)





chemically recycled cotton  
coton recyclé chimiquement

FABRICS



INOVAFIL (PT)

PV



PYRATEX (ES)



mechanically recycled linen  
lin recyclé mécaniquement

FABRICS

POLOPIQUÉ (PT)

PV





chemically recycled linen  
lin recyclé chimiquement

FABRICS

SPRINGTEX (CN)

PV





recycled silk  
soie recyclée

FABRICS

MARIO CUCCHETTI TESSUTI (IT)

PV





recycled wool  
laine recyclée

FABRICS

IMBOTEX (IT)

PV





# microparticles limitation

## limitation des microparticules

FABRICS

ECONNECTION BY PENN ITALIA PENN  
TEXTILE SOLUTIONS (IT)

PV



## LEATHER

*From tanning to the production offcuts of finished products, leather is investing in circular developments focused on reusing substances and materials.*

*Chrome-tanned leather residues can be transformed into a liquid solution that allows re-tanning without requiring additional chrome - just one efficient way of managing production waste.*

*As for clothing offcuts, they can be crushed and mixed with rubber for soft and abrasion-resistant materials. Another alternative consists of using very fine particles and transforming them into a yarn that's a skillful blend of leather bonded with rubber and lyocell.*



leather waste  
déchets de cuirs

LEATHER

RECYC LEATHER (HK)

PV





# performance codes

## ECO- RESPONSIBLE



**Organic**  
Matière biologique



**Traceability**  
Traçabilité



**Recycled**  
Matière recyclée



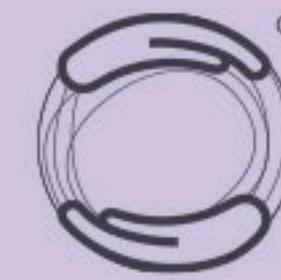
**Biodegradable  
or compostable**  
Biodégradable  
ou compostable



**Biosourced polymers**  
Polymères biosourcés



**Metal-free**  
Exempt de métaux



**Low chemical  
impact finishing**  
Finissage à impact  
chimique réduit



**Waterless**



**Vegetable tanning**  
Tannage végétal



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# smart keys

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Home » Magazine » Smart Keys: Biodegradability

## Smart Keys: Biodegradability

The 17 September 2021 - Denim Première Vision - Première Vision New York - Première Vision Paris

**Let's unpack the secrets of sustainable fabrics through our Smart Keys.**

*At the heart of eco-design issues, our Smart Keys series question all the available solutions to help you become more informed in your materials sourcing.*

*Today, let's discover the characteristics of biodegradability.*

It only takes a scroll through the websites of fashion labels or a scan of materials collections to see that one characteristic is increasingly mentioned: biodegradability. An important response to concerns about the mountain of waste generated by fashion, but what is the current state of play?

In general, the accent is placed on materials that are more solid and longer-lasting, so how can this be combined with the capacity to disappear swiftly into the environment?

Clearly, biodegradable materials will not disintegrate in a few months inside a wardrobe. This capacity requires specific conditions that vary according to the material. All materials end up by biodegrading eventually, but **some take six months while others take 200 years**, meaning the spectrum is vast.

**Natural textiles – obviously biodegradable?**

**PARIS**  
A SHOW COMMITTED TO ECO-RESPONSIBILITY  
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TEXTILES DE FRANCE   
PREMIÈRE VISION PARIS 10-12 SEPTEMBER 2021  
RENDEZ-VOUS HALL 5-R52



# smart creation

## > the podcasts

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Home » Magazine » Smart Creation. The Podcasts

## Smart Creation. The Podcasts

Launched in 2019, the **Smart Creation** podcast was created by Première Vision to tackle major issues in the field of **ethical and sustainable fashions**.

Produced in collaboration with **Adrien Garcia**, host of the "Entreprendre la mode" podcast, this monthly audio show **decodes the fashion industry's challenges** in terms of eco-responsibility, sustainability and transparency.

Conversations are held in English with range of experts, who offer up their own views and suggest new ways of thinking about these important issues.

All seasons All activities All shows

**SMART CREATION, THE PODCAST. EPISODE 51**  
Published on 20.12.2022

"Leather experience, next level". Founded in 1958, the family business Gruppo Mastrotto, specializing in the

**SMART CREATION, THE PODCAST. EPISODE 50**  
Published on 09.11.2022

#50 Matteo Ward, Co-founder & CEO of WRÅD

**SMART CREATION, THE PODCAST: EPISODE 49**  
Published on 13.10.2022

#49 Shannon Mercer, Chief Executive Officer – FibreTrace® (Traceability technology)

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Paris

## PREMIÈRE VISION DENIM

31-1 juin 2023, Berlin

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PROCHAINS  
SALONS

## PV SHENZHEN

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Shenzhen Convention &  
exhibition center

## FASHION RENDEZ-VOUS

13-14 September 2023

Grand Palais éphémère,  
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5 - 7 JUILLET 2023

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