



PV

DENIM

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MAY 31 & JUNE 1 2023
ARENA BERLIN

PREMIÈREVISION
The art & heart of fashion

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INSPIRATION, INNOVATION & NETWORKING AT THE HEART OF THE NEXT EDITION OF DENIM PREMIÈRE VISION AT ARENA BERLIN THIS MAY 31 AND JUNE 1

On May 31 and June 1, Denim Première Vision returns to the Arena Berlin where, for two days, the international denim community and the fashion industry as a whole are invited to broaden their business prospects and discover new creative resources.

A dynamic, cosmopolitan city, Berlin boasts a unique artistic richness and cultural diversity. At once historical, contemporary and avant-garde, it's the perfect place to bring together and inspire the industry's buyers and creatives.

Aimed at all creative fashion brands with denim collections – fashion and luxury brands, pure jeanswear players, web players – the show will present a selective offer from 66 leading exhibitors from the global creative denim industry, from 14 countries ready to partner and assist the creation and development of the Autumn-Winter 24-25 collections.

Exhibiting companies selected for their creativity, their ability to innovate, and their sustainable commitments aimed at providing a denim offer that is more transparent and respectful of the environment and people, in terms of both production methods and products: waste and wastewater retreatment, monitoring and reduction of energy and water use, limitation of chemicals; new eco-designed and recyclable fibers and materials, recycling and upcycling techniques, state-of-the-art technology and more.

Leading industry exhibitors include:

Isko / Bossa Denim / Ribbontex / Advance Denim / Sharabati Denim / Fashionart / M&J Group / Square Denims / Kurabo Industries / Pacific Jeans LTD / Indigo Textile / Chottani Industries / Calik Denim / Confection Ras Jebel / Fabritex / Kasiv Leather Label / Montega / Rajby Textiles / Kuroki / Tessitura La Colombina / BLUESIGN, and many more.

→ The [full list of exhibitors](#) is available on the Première Vision website and the Marketplace.



ON THE PROGRAMME AT DENIM PREMIÈRE VISION

- **The selective offer and latest developments from 66 leading companies - including 10 newcomers** - to be found online on the Première Vision Marketplace (which is accessible via the website: www.premierevision.com) and in person at the show:
 - **All the activity sectors in the supply chain:** spinners, weavers, garment makers/laundries/finishers, accessory manufacturers and technology developers.



- **An international offer from 14 countries:** Italy, Japan, Portugal, Turkey, Morocco, Tunisia, Egypt, China/Hong Kong, India, Pakistan, Mauritius, Bangladesh, Germany, Switzerland.



- **A full array of inspiration for the Autumn-Winter 24-25 denim season:**
 - **A Forum with a display by Dutch designer Rikkert Paauw** offering a decoding of Autumn-Winter 24-25 denim trends through selected fabrics, accessories and finished products, along with immersive photos and videos.
 - **Guided tours of the fashion forum:** Lorenza Martello, Denim Product Manager for the show's fashion team, will also lead guided tours of the forum to help unlock all the keys to the season, its major trends and latest sustainable innovations. Tours in English, German and Italian.
 - **Tour times available here.**
 - **Denim trend Tasting :** a daily fashion seminar hosted at the show by Lorenza Martello, Denim Product Manager for the Première Vision fashion team, to help buyers and designers design and build their denim collections.
 - **Schedule provided below and on the show website.**

- **A new program of 6 conferences in the Talks Area**, with each day a round table of experts and brands, an exhibitor pitch presenting a new denim innovation, and a fashion seminar detailing the major seasonal trends.
 - **Schedule provided below and on the show website.**

- **Denim Fashion District #3 :** for the 3rd consecutive season, 15 ready-to-wear and accessories brands will preview their capsule collections created in partnership with show exhibitors. This season, the show is privileged to welcome a prestigious guest, Japanese designer Michiko Koshino, who will present a retrospective of her most iconic creations. Among the upcycling labels, young designers, established brands and rising figures of denim present this edition are:
MICHIKO KOSHINO, KSENIA SCHNAIDER, DENZILPATRICK, KENTROY YEARWOOD, STRIPES OF-F ROAD, MILENA ANDRADE, LEON EMANUEL BLANK, RESAP PARIS, COMMON PARTS, THE SPARKLE COLLECTION, REGENES, TIIA MARIA JAAKKOLA, 8IGB, THERAPY BERLIN, DAILY BLUE BY ADRIANO GOLDSCHMIED, FADE OUT LABEL.
 - **Complete details can be found here.**

- **The Première Vintage Market** created by **Denim PV in collaboration with Cristian Murianni** (Denim Institute Milano): a cutting-edge selection of vintage denim pieces - jeans, shirts, jackets and more - will be offered for sale by international showrooms who have partnered with the show and are specialized in denim, thrift-shop and second-hand goods.

- **Informative and inspiring workshops and events:** unique experiences to better understand the denim universe and special techniques for working denim fabric, including:
- **A pattern workshop with Alessio Berto, expert pattern-maker and founder of The tailor Pattern Support,** to discover the art of pattern-making on a new selvedge denim, **Loomers**, created by denim maker Sharabati Denim.
 - **Hand weaving by Tessitura La Colombina:** Founded in 1895, Tessitura La Colombina is a company that hand manufactures fabrics on antique looms. Visitors can try out working on a hand loom and create their own denim fabric under the expert guidance of Carlo Colombo.
 - **An upcycling workshop with Therapy Berlin, a specialized boutique,** to explore how to be creative using recovered, re-worked and reused products and materials.
 - **The Organic Cotton Sicilia exhibit:** which retraces the history of 100% organic, fair trade and CO2 neutral Sicilian cotton, prepared by Cotone Organico Sicilia, an organic farm specialized in the cultivation and processing of cotton in Sicily.
- **The Denim PV X ISKO™ Pink Party :**



A can't-miss event, organized in partnership with Turkish denim manufacturer ISKO™, to celebrate denim and the denim community with DJ sets by Chris Sullivan and Alessio Berto! A chance to meet up on the banks of the Arena Berlin as of 6 p.m. on the evening of the show's opening day and enjoy a good glass of German beer and the delicious home cooking of Italian chef Vitelli.

THE DENIM AUTUMN WINTER 24-25 SEASON



The AW2425 denim season has a widely varied offer, and unrestricted experimentations.

Different directions are worked in opposition. An updated dramatic spirit, full of contrasts, evolves into organic-inspired imperfection. Materials and styles create new hybrids - new identities and uses, defining denim as a constantly evolving field.

Attention is increasingly focused on more sustainable production. New traceability tools are more and more necessary to guarantee transparency right from the first steps of production.

It's also key to rethink the sourcing of raw material production. Greater attention is required in developing sustainable methods, such as local sourcing. Fiber alternatives to cotton remain a fundamental basis for developing alternatives with lower water consumption and more performance properties.

Lastly, there's an important increase in the focus on product quality. Durability increasingly underlines the need to focus on timelessness.

TALKS PROGRAMME

Conferences and talks to discover in the Talks Area of the show.

WEDNESDAY MAY 31



12pm: Denim fashion seminar: Denim trends for Autumn-Winter 24-25

The past few seasons have confirmed that denim is an essential and versatile part of any collection. The Autumn Winter 24-25 season offers a range of creative and sustainable developments, transcending constraints of gender and seasonality. The Denim fashion seminar sheds light on the new season and its latest developments, thanks to a decoding of the Première Vision forums and fashion directions.

→ 30-min Talk in English, presented by *Lorenza Martello*, Denim expert / Première Vision.

12:30pm: BlueTailoring – denim grows sartorial. A meeting of research, style, craftsmanship and technology.

Berto, TheCube Archive, Stefano and Corinna Chiassai talk about the important relationship between industrial craftsmanship, design and archival work.

→ 30-min. Talk in English with: *Stefano Chiassai*, Artistic Director / Blue Tailoring ; *Corinna Chiassai*, Curator / BlueTailoring ; *Marius Hordijk* / TheCube Archive ; *Flavio Berto*, Director / L4Berto industria tessile.

2:30pm: London's cultural scene in the '80s, a new fashion-stories talk

In this conversation with Michiko Koshino and Chris Sullivan, Alessio Berto will explore the London cultural scene of the 80s, from traditional Japanese fusions to experimentation with motifs, bringing in house music and clubbing. A journey into a unique approach to self-realization through fashion and clothing by studying the techniques of pattern design, traditional dyes, and experimentation with materials to the sounds of Chicago and London house music in the late '80s.

→ A 45-min Talk in English with: *Michiko Koshino*, Fashion Designer ; *Chris Sullivan*, Artist ; *Alessio Berto*, Pattern Designer, product developer and teacher.

THURSDAY JUNE 1st

11am: Denim Fashion Seminar : Denim trends for Autumn-Winter 24-25

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→ 30-min Talk in English, presented by *Lorenza Martello*, Denim expert / Première Vision.

12:30pm: The new European regulations for the textile industry *(More details to come on the show website)*

→ Talk led by *Marie Cristina Pavarini*, Senior Editor International chez The SPIN OFF.
 With: *Kristina Seidler-Lynders*, External Stakeholder Engagement Senior Manager / C&A;
Ivo Mersiowsky, Managing Director / Quantis ; *Mauro Scalia*, Director of Sustainable Bussinesses / EURATEX.

2:30pm: The future of denim - how Bluesign® is working to achieve the cleanest denim int the world. *(Plus de détails à venir sur le site du salon)*

Bluesign® accompanies companies in their ecological transition and in analyzing their environmental impacts so they can move towards more transparent and sustainable production. During this conference, Bluesign® and invited suppliers will provide keys to working across the supply chain to reduce the impact of textile activities on people and the planet.



DON'T FORGET YOUR ACCREDITATION !

To attend the Denim Première Vision show at the Arena Berlin,
don't forget to register using the following link:

[BADGE REQUEST](#)

Once you're registered and your accreditation request is validated by our press teams, you'll receive your press e-pass by e-mail.



CITY GUIDE : >> **FLY ME TO BERLIN !**

It's never too early to start planning your visit to the show. And to make the most of your Berlin getaway, discover our **Berlin city guide** on Denim Première Vision's Instagram account.

[Explore Berlin →](#)

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