



22 & 23 NOVEMBER 2023, SUPERSTUDIO PIÙ MILAN



A FASHION FORUM, TALKS, SEMINARS AND GUIDED VISITS: **DENIM PREMIÈRE VISION** SET TO UNVEIL A PROGRAM ATTUNED TO THE SECTOR'S KEY ISSUES

Denim Première Vision, a catalyst for denim innovation!

Next 22 - 23 November, Superstudio Più in Milan will be hosting the new edition of Denim Première Vision, a biannual event dedicated to the denim universe, covering its trends, market, and culture. With a Fashion Forum, Talks, seminars, and guided visits, the program for the upcoming edition will revolve around key industry challenges, offering expert insights into creative trends and advances in eco-responsibility.

And as Milan is not only inspiring but also one of the historic capitals of denim - the birthplace of pioneering brands now ranked among the sector's biggest players - **Denim Première Vision will be held there for its next three editions**: the 22 and 23 November 2023, as well as in June and November 2024.

THE EXHIBITOR OFFER

Some 69 international exhibitors - weavers, component and accessory makers, garment manufacturers, laundries and finishers - are set to present their **Spring-Summer 25 collections, including**: Advance Denim, Berto, Blue Jeans Lavanderie, Cadica, Calik, Casati, Chottani, Delago, Elleti, Evlox, Fasac, Fashion Art, Foshan Foison Textile, Indigo Textile, Isko, Isko Luxury by PG, Japan Blue, Jeanologia, Kassim, Kilim, Kipas, Kurabo, Kuroki, Montega, Nearchimica, Orta, Outside Denim Lab by Fabritex, Prosperity, Pure Denim, Rajby, Ribbontex, Sharabati, Stella Blu, Tessitura La Colombina, Titanus, Tusa, Zaitex, 496 Lab... [More about the exhibitors](#)

69% - Denim Spinners & Weavers

20% - Garment Manufacturers & Finishers

7% - Services & Technologies

4% - Accessories & Components Manufacturers

More than ever focused on innovation, Denim Première Vision invites you to explore **the latest advancements and initiatives** from sector professionals, including: **enhanced recycling** (using recycled materials such as circulose®, refibra and certain elastomultiesters), **natural pigments** (such as BioBlack dye obtained from FSC-certified wood waste), **regenerative agriculture** (aimed at restoring and strengthening natural ecosystems, re-establishing biodiversity, preserving soil quality).

THE LATEST CREATIVE TRENDS

NEW! FASHION FORUM: The **Fashion Forum** at the heart of the show is the place to explore the latest creative trends and sustainable advances for Spring-Summer 25. This 250m2 circular space offers a truly immersive way to experience the season. In collaboration with **Alessio Berto** (expert pattern-maker) and exhibitors such as **FashionArt** (Italian specialist in high-end denim) and **Teintures de France** (an artisanal dyehouse and jeanswear expert), **the Première Vision fashion team** will be presenting a series of looks inspired by the leading materials for Spring-Summer 25.

DENIM FASHION DISTRICT: A space dedicated to young designers and established denim brands, showcasing **never-before-seen capsule collections! Featuring the following brands**: Michiko Koshino, Fade Out Label, Regenes, Daily Blue by Adriano Goldschmied, Stripes of-F Road, Hen's Teeth, Anna Galaganenko, Blue of a Kind, Hnst, Maurizio Massimino, Gimmi Jeans, Leon Emmanuel Blanck. [More information](#)

TALKS, SEMINARS AND GUIDED VISITS

A full program of Talks, seminars and guided visits to help analyze and understand the season's trends is available during the show, to give visitors all the keys they need to develop their future collections.

Program:

22 NOVEMBER

11am – Talk: How are technology and sustainability woven together?

Ben Hanson – (Editor-in-chief- The Interline)

[Find our more](#)

2.30pm – Spring Summer 25 Trends Seminar

Lorenza Martello (Denim Expert - Première Vision)

[Find out more](#)

3.15pm – Visit of the Fashion Forum

Lorenza Martello (Denim Expert - Première Vision)

4.30pm - Hey Denim, What's Up?

TOP CHRONO! 4 exhibitors present their collections and expertise in just 15 min

Cheryll Mühlen (Editor In Chief - J'N'C & TM TextilMitteilungen)

23 NOVEMBER

11am - Hey Denim, What's Up?

TOP CHRONO! 4 designers will each have 15 min to share their passion for denim

Maria Cristina Pavarini (Senior Features Editor - The SPIN OFF)

12.30pm – Spring Summer 25 Trends Seminar

Lorenza Martello (Denim Expert - Première Vision)

[Find out more](#)

1.15pm – Visit of the Fashion Forum

Lorenza Martello (Denim Expert - Première Vision)

2.30pm – Talk "Decoding the Latam Jeanswear Market"

Ana Paula Alves de Oliveira (Business Strategy Director - Be Disobedient)

Anatt Finkler (Denim Consultant - Global Denim)

[Find out more](#)

				
				
	22 Nov. / 2:30pm 23 Nov. / 12:30pm		22 Nov. / 11am	23 Nov. / 2:30pm

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