

RESULTS | A VIBRANT MILAN EDITION: DENIM PV PROPELS BRANDS TOWARDS THE FUTURE OF JEANSWEAR

On 22 and 23 November, 2,322 visitors gathered at Superstudio Più in Milan for the latest edition of **Denim Première Vision**. A dynamic show, marked in particular this season by the many reunions, productive discussions, business opportunities and industry innovations, all to help fashion and jeanswear brands build their Spring-Summer 25 collections. In addition to the comprehensive denim-sourcing offer, visitors and buyers were given the chance to discover 15 denim brands at the new edition of the Denim Fashion District. Rounding out the show was a program of new conferences and talks, fashion seminars exploring the season's trends, and special installations and workshops.



« This new edition of **Denim PV** was amazing, with a highly qualified visitor base and a palpable excitement in the aisles. The quality of products presented by exhibitors was of a very high level, across the board, regardless of origins. Denim has enjoyed a prominent spot in the luxury world for some years now, and that trend continues. Whether casual or more sophisticated, **denim remains a versatile material that is constantly gaining ground**. The denim industry is currently in a state of transition, a perfect reflection of the textile industry's global aspirations to achieving sustainable, high-quality, cutting-edge production. »

Fabio Adami Dalla Val,
Denim Première Vision Show Manager.



KEY FIGURES FOR THIS EDITION

2.322 VISITORS (+15% vs November 2022)*Fashion and accessories brand managers, buyers, designers, production managers...***69 EXHIBITORS***69% denim spinners and weavers / 20% garment makers and finishers**7% service and technology firms / 4% accessories and component manufacturers**From 15 countries: Italy, Spain, France, Turkey, Morocco, Japan, Pakistan, Bangladesh, China, Germany, Hong Kong, India, Mauritius, Uzbekistan, Taiwan*[Learn more about exhibitors](#)**4 CONFERENCES***2 Talks & 2 « Hey Denim, What's Up? presentations»***2 SPRING-SUMMER TREND SEMINARS 25***Presented by Lorenza Martello (Denim Expert – Première Vision)*

AN UP-CLOSE LOOK AT THE DENIM SS25 TRENDS

The SS25 denim trends are focused on quality, artisanship and meticulously crafted products. There's a certain **emphasis on the beauty of fabrics and colors** - worked in contrasts that are sometimes subtle, sometimes quite pronounced - thanks to innovative textures and dyes. We see a certain **abandoning of the traditional jeanswear style**. Denim is surprisingly diverse, with options ranging from rigorous to creative, thick to fluid, adapted in a variety of styles and featuring more virtuous solutions across all product categories.



« The search for more sustainable design alternatives has been developing for years, and it's a movement that continues to grow. The SS25 denim trends pay **particular attention to color**, and you can see that in the use of natural or recycled pigments, and the low-water consumption techniques being adopted. **Materials - particularly where they are from - play an increasingly central role** in the manufacturing process. The players in our industry want to pair an ethical approach with comfort and style. »

Lorenza Martello,
Denim Expert - Première Vision.



Denim Première Vision will be back at Superstudio Più on **5 and 6 June 2024**, where the Autumn-Winter 25-26 Denim trends will be presented, followed by **4 and 5 December 2024** for the Spring-Summer 26 Denim trends.

BRANDS AT THE SHOW:

032C - 12 STOREEZ - 7 FOR ALL MANKIND - ACE DENIM - AEFPE - ALBERTO PANTS - ALEXANDER MCQUEEN - ALTEA 1947 - ANGELS - ASOS - BALENCIAGA - BEAUMANOIR - BENETTON - BERSHKA - BLAZE' MILANO - BLUE DE GENES - BLUE FIRE CO - BLUE OF A KIND - BONOBO - BOTTEGA VENETA - BRAVE KID - BRIGLIA 1949 - BRIONI - BRUMS MILANO - BUELTEL - BUGATTI - BURBERRY - BYBLOS - CALZEDONIA - CANALI - CARRERA - CELINE - CENTRO PRODUZIONE ABBIGLIAMENTO - CHIARA FERRAGNI - CHRISTIAN LOUBOUTIN - CIGALAS - CLOSED - COLIN'S - CONBIPEL - COURREGES - CREATIVE TIME - DAWN - DENIM SERVICE - DIESEL - DOLCE & GABBANA - DON DUP - DS 55 - EMMEPI ITALIA - EROGLU GIYIM - F.G. 1936 - FABIANA FILIPPI - FASHION BOX - FATHER AND SONS - FILOU & FRIENDS - FORTEKS TEKSTIL - GAS JEANS - GAUDI' TRADE - GCDS - GIADA - GIORGIO ARMANI - GIVENCHY - GOLDEN LADY - GOLDENPOINT - GRASSI & MORELLI - GUCCI - GUESS - H.EICH - HERRLICHER - HESS NATUR - HUGO BOSS - IBER - IL GUFO - IMPERIAL - INTERFASHION - JC INDUSTRY - JECKERSON - JIL SANDER - JOHN LEWIS - KAPORAL - KERING - KRIZIA - LAURA PASTRELLO - LEE COOPER - LIME - LORO PIANA - LOUIS VUITTON - LPP - MAC JEANS - MANIFATTURE TWINS - MARELLA - MAX MARA - MELON FASHION GROUP - MINICONF - MINO TEKSTIL - MIROGLIO - MONCLER - MOORER - MUGLER - MUSTANG - NEW GUARDS GROUP - NYKY - OFF WHITE - OVS - OZAK TEKSTIL - PALM ANGELS - PAR.CO FASHION - PORTS 1961 - PRADA - PROGETTO - REPLAY - RICK OWENS - S.OLIVER - SAINT LAURENT - SALVATORE FERRAGAMO - SLOWEAR - SOEUR - STAFF INTERNATIONAL - STRADIVARIUS - SWINGER - TATRAS - TEDDY - TIMBERLAND - TRAMAROSSA - VERSACE - VF - VIVienne WESTWOOD - WOOLRICH - ZALANDO - ZEGNA



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UPCOMING PREMIÈRE VISION EVENTS

Blossom Première Vision

13 & 14 December 2023
Carreau du Temple, Paris

Première Vision New York

17 & 18 January 2024
Tribeca 360, New York City

Première Vision Paris

6 & 8 February 2024
Paris Nord - Villepinte

Première Vision Shenzhen

10 – 12 April 2024
Shenzhen World Exhibition & Convention Center
(BAO'AN)

Denim Première Vision

5 & 6 June 2023
Superstudio Più, Milan

denim.premierevision.com



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