

# PRESS RELEASE

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**CIAO**  
**MILANO!**  
**MAY 28-29**  
**2019**

SUPERSTUDIO PIÙ-MILAN

**DENIM**  
PREMIÈREVISION



# DENIM PREMIÈRE VISION DRIVES ECO-RESPONSIBLE DENIM, LED BY CREATIVITY AND DIGITAL INNOVATIONS

Next 28 and 29 May, Denim Première Vision alights for the first time in Italy, in Milan's Superstudio Più. Following on its successful London edition last December, the now itinerant show invites the international denim community to broaden its business outlook and discover new sources of inspiration in Italy's fashion capital.

This season, Denim Première Vision presents a truly unique edition where creativity and the autumn winter 20/21 fashion directions are closely intertwined with eco-responsible innovations - materials, techniques and technologies - for two exclusive days dedicated to the multiple facets of contemporary denim.

Addressed to all creative fashion brands developing denim collections - fashion and luxury brands, pure jeanswear players, web players and more - the show presents a selective offer from 93 exhibitors, all leaders in the global creative denim industry. An offer **up by 27%** (vs 73 exhibitors in May 2018), and featuring the most high-quality, creative and innovative international denim companies.

The Milan edition will also provide the opportunity for Première Vision to launch **the inclusion of weavers exhibiting at Denim Première Vision on the Première Vision Marketplace**, which was inaugurated in September 2018 at its Paris show.

## HIGHLIGHTS OF THIS EDITION

- **OFFER:** 93 selected exhibitors, some marking their return to the show.
- **A20W21 LABORATORY:** An inspiring, responsible and digital experience, created in collaboration with Italian designer Kristian Guerra, co-founder of Ice Surface Temperature, a brand and creative platform.
- **SMART TALKS:** a series of 6 conferences dedicated to eco-responsible denim on Wednesday 29 May.

## WORKSHOPS AND EXPERIENCES:

- *"The shape of things to come"*, a series of sewing workshops by Alessio Berto revealing the secrets behind creating the perfect jeans pattern.
- **DENIM PV DISTRICT: Milan steps to a denim beat.** For one week, from May 27 to June 2, some 20 Milanese brands and boutiques partnering with the show offer discounts upon presentation of the show badge.
- **Exclusive events and presentations to discover** at exhibitors' stands.

## WHY MILAN?

Milan is one of the most inspiring cities for the luxury and fashion sector, as well as for industrial design. It's also the centre of Italian fashion, with a wide range of creative brands from high street to luxury. Most brands have their headquarters in the city, and major fashion showrooms are also found here. As the historic capital of denim, the city also witnessed the birth of pioneering brands, which are among the largest players in the sector. Lastly, the Lombard capital is a cosmopolitan and international city, well adapted to visitors in terms of transportation, hotels, shopping, culture etc.



# FAST-GROWING SPECIALIZED OFFER

Denim Première Vision is presenting a new and expanded international offer, with 93 companies, a 27% increase over the 73 exhibitors who showed in May 2018.

These leading exhibitors, some of whom are returning after some seasons of absence, include 9 new companies. This selective roster comes from 16 countries and includes top specialists from Europe (Italy, Germany, Spain, France), Turkey and Asia (Japan, Hong Kong, China, India, Thailand, Pakistan, Bangladesh), Brazil as well as Morocco, Tunisia and Mauritius: Weavers (44), manufacturers/laundries/finishers (21), makers of components and accessories (14), technology developers (11), promotional organisations and services (3).

## At the show:

A14 DENIM BY AKOZBEKLER / ABSOLUTE DENIM / ACTIVE LINE / ADVANCE DENIM / AFM - ARTISTIC FABRIC AND GARMENT INDUSTRIES / AGENCE MAROCAINE DE DÉVELOPPEMENT DES INVESTISSEMENTS / AKKUS TEXTILE / ALBIATE 1830 / ARTISTIC FABRIC & GARMENT INDUSTRIES / ARTISTIC MILLINERS / ARVIND LIMITED / ASAHİ KASEİ - ROICA / ATLANTIC MILLS / AZGARD-9 / BAYKANLAR TEKSTİL / BERTO INDUSTRIA TESSILE - MANIFATTURA 1887 / BLACK PEONY / BOSSA / BROTHER INTERNATIONALE INDUSTRIEMASCHINEN / CALIK DENIM / CAPPIO TESSUTI / CERVOTESSILE / CHOTTANI / COPEN UNITED / CROSSING / DENIM CLOTHING COMPANY / DENIM INTERNATIONAL / DENIMCO / DERIDISEN ETIKET / DNM / ERA GARMENT / ETIMED / ETIQUETAS GRANERO - EUROTESSILE - BERTO BY PG DENIM / EVEREST / EVLOX / FASHIONART / FIREMOUNT TEXTILES / FREEDOM DENIM / HITIT TRANSFER / I.MA.TEX / INDIGO TEXTILE / ISKUR DENIM / JEANOLOGIA / KASIV LEATHER LABEL / KASSIM DENIM / KILIM DENIM / KIPAS DENIM / KT TRIMS & ACCESSORIES / KURABO / KUROKI / LAVASSER / M&J GROUP / MADNESS / MARITAS DENIM / MBLUE / MG CREATION / MOROCCAN DENIM CLUSTER / MYR- LOOK CUSTOMIZER / NAVEENA DENIM MILL / NDL NEARCHIMICA / ODAK TEKSTİL / ORTA / PACIFIC JEANS / PANAMA TRIMMINGS / PARIS TEXAS / PIOVESE FASHION / POLSAN BUTTON / PROSPERITY TEXTILE / PRYM FASHION / RAJBY INDUSTRIES / RAYMOND UCO DENIM / REALTEKS TEKSTİL / RIBBONTEX / RISETEX / RUDOLF HUB1922 / SEI LASER / SELVEDGE DENIM VINTAGE LIMITED / SIP ITALY / SOKO CHIMICA / SOORTY / STROM BY KIVANC / SYSTEM DENIM / TEXPRO CORP / TURTEKS ETIKET / TUSA DENIM / ULUDAG TEXTILE EXPORTERS ASSOCIATION / VAV TECHNOLOGY / VELCOREX SINCE 1828 / VICUNHA / W DENIM / YKK EUROPE



## THE SMQ TRAIL:

Young designers, niche brands and pure players on the web all currently integrate denim into their collections, whether for capsule collections or some items in their ready-to-wear line.

To respond to the recent emergence of these new players in the fashion and denim markets, the show proposes a specific trail, the SMQ TRAIL (SMQ = Small Minimum Quantity), focused on small quantities. It presents a selection of weavers, accessory makers, garment manufacturers and laundries able to combine speed, flexibility, technical knowledge, proximity and services with the ability to produce flexible volumes.

The SMQ TRAIL can be found in the show catalog and the e-catalog on the Denim Première Vision website.

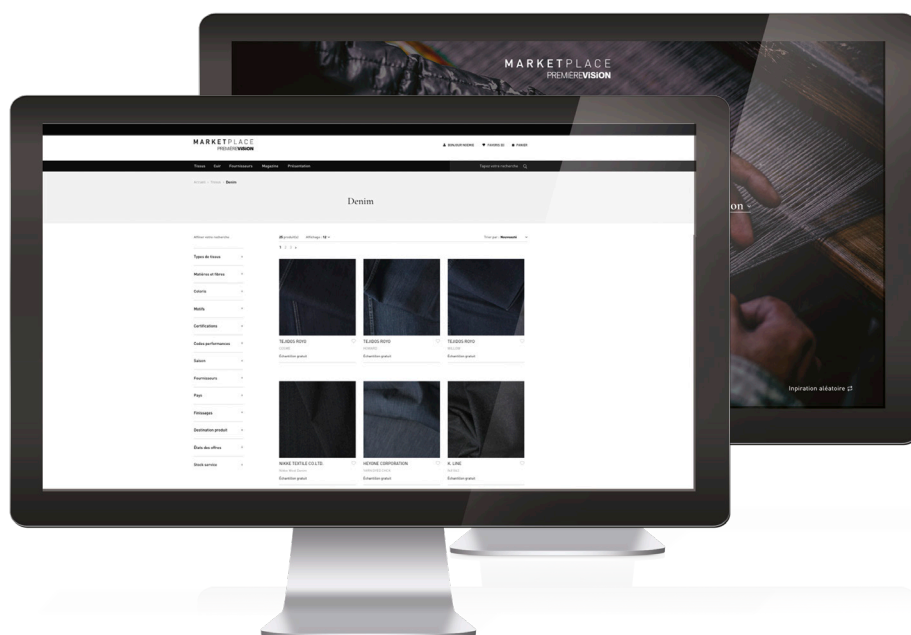
# PREMIÈRE VISION MARKETPLACE INTEGRATES DENIM WEAVERS

A true revolution for the entire fashion industry, the Première Vision Marketplace, a B-to-B e-commerce platform that's unique in the industry, was launched and went online at the Première Vision Paris show in September 2018.

A l'occasion du salon milanais, la plateforme intègre les exposants tisseurs de Denim Première Vision dès la fin mai 2019.

Open to weavers and tanners participating in the Première Vision shows, the platform will also welcome accessory manufacturers as of next September.

In Milan, the Marketplace team will be on hand to brief exhibitors, visitors, and members of the press, in a specially dedicated meeting area at the show.



# AUTUMN WINTER 20/21 FASHION: CONNECTING HUMAN AND DIGITAL EXPERIENCES

This new A20W21 season is ready to open minds and multiply sensations.

The season embraces digital technology to create surprising visuals, innovative disruptions and push back boundaries, to champion global connections between cultures, ideas and know-hows.

Moving forward means interpreting and going beyond the roots of denim to create and transform the denim of the future. We're driven by a revolution in solidarity, which joins together the human and digital worlds. Ecological transformations lie at the heart of the season, closely linked to technology. They strengthen each other and push each other to move swiftly towards a cleaner, more responsible world.

**AUTUMN WINTER 20/21 IS STRUCTURED  
AROUND 3 MAIN DIRECTIONS:**



## **HUMAN CONNECTION**

Putting people squarely at the heart of research for a powerful dynamic, shaking up the denim world with generosity, softness and adroitness.



## **L'IMPERFECTION DIGITALE.**

Technology at the service of raw and bold naturals for hybrid, augmented denim.



## **AUGMENTED PERCEPTION**

Creating a connectivity between the digital and the physical words to develop fused, high-performance products.

# A20W21 LABORATORY: AN INSPIRING, RESPONSIBLE AND DIGITAL FASHION EXPERIENCE

Denim Première Vision is the place all denim lovers come to meet and discover the latest industry trends, and the kick off of the autumn-winter 20/21 season.

For this upcoming edition, Denim Première Vision's fashion team has worked on a new, highly innovative concept to give a complete picture of the season:

- **An immersive forum exclusively dedicated to eco-responsible denim.** Un espace développé avec le designer Kristian Guerra, en collaboration avec le studio de création londonien *FLMRS*.
- **A new inspiring film** created by the show's fashion team.
- **A series of 3 seminars dedicated to autumn winter 20/21 inspirations and denim design.**



## AN IMMERSIVE, INSPIRATIONAL AND ECO-RESPONSIBLE FORUM

The new idea is rooted in the experimental vision of Kristian Guerra – co-founder with Laura Guerra of the conceptual brand and creative platform Ice Surface Temperature. Kristian Guerra also collaborated with FLMRS, a creative studio based in London, on the space.

**The fashion space has two distinct areas:**

- **IMMERSIVE INSPIRATION** leads you into an inspiring, experimental audiovisual journey, opening the way to **the latest directions**.
- **SMART CREATION SELECTION** puts eco-responsible developments at the heart of the season. An eco-friendly wardrobe created by Italian designer Kristian Guerra in an artistic collaboration with a dozen weavers and accessory makers, all CSR-committed.

## A NEW, «VIRTUAL» FORUM

In this new forum concept, the Première Vision fashion team is for the first time presenting a decoding of the autumn/winter 20/21 trends via a unique virtual showcase. Inspiring images, actual products, keywords and ideas replace the physical information provided at the show. A visual experience where the season's inspirations and decodings will be presented to visitors through a cutting-edge selection of products and developments - fabrics, accessories and components, finished products... - from exhibitors' collections. An offer that is now both creative and eco-responsible, to be found live in the stands or experienced thanks to the Marketplace.



# TUESDAY 28 MAY

## AUTUMN WINTER 20/21

### SEMINARS

On Tuesday 28 May, Denim Première Vision dedicates an entire day to fashion trends, thanks to an exclusive program of conferences and seminars.

- **11:30 am - A20W21 DENIM FASHION TRENDS**

An exclusive and inspiring seminar presented by the Denim Première Vision fashion team for a full immersion in autumn winter 20/21. From fabrics to finishes and components, get all the latest denim trends for the new season - including eco-responsible innovations.

- **2.30 - RE/VOLUME MOLDING PERSPECTIVE**

A fashion seminar dedicated to the season's outfits and looks, addressing denim trends with a focus on lifestyle, cuts and shapes. Lucia Rosin from Italy's Meidea creative studio breaks down autumn winter 20/21 fits and outfits through 7 examples.

- **5 pm - DENIM ALTERATION / DIGITAL CONTAMINATION**

A conference exploring the impact of the digital era and the evolution of denim culture. A discussion between moderator Kristian Guerra, co-founder of Ice Surface Temperature, and a panel of emerging designers. How does denim continue to remain a cultural reference and iconic material for contemporary brands? What is the relationship between the use of denim and its impact on digital media? What are the selection criteria for denim and what role does it play in the design process?

***Moderator: Kristian Guerra***

***List of panellists coming soon.***



# A DEDICATED TRAIL AND A SERIES OF 5 CONFERENCES DEDICATED TO RESPONSIBLE DENIM

Through its Smart Creation platform, **Première Vision identifies and promotes its exhibitors' initiatives in terms of responsible production and creation.**

For almost 4 years now, Denim Première Vision has been adapting its Smart Creation program to the denim industry. This season, the show will feature the **SMART TALKS, a series of special discussions;** and the **SMART TRAIL, a dedicated itinerary** at the show to help visitors discover exhibitors actively involved in ethical and eco-responsible undertakings and commitments. These companies can be discovered on the website and in the catalogue.

*> Take a look at the latest Smart and eco-responsible developments from exhibitors at the show on the website.*



## WEDNESDAY 29 MAY

# 6 SMART TALKS, TO LEARN ALL ABOUT THE CIRCULAR ECONOMY

- **10 am – MORE INFORMATION TO COME REGARDING CONTENT AND SPEAKERS**
- **11 am – THE PARTERS TRANSFORMING THE FASHION-MATERIALS VALUE CHAIN**  
Candiani Denim Candiani Denim is a truly pioneering company in terms of technology, innovation, responsibility and creativity. It focuses its supply chain on the most innovative materials and processes. Come and join the panel to discover the company's story and commitments.  
*With: Candiani Denim / ROICA / Fulgar*



- 12 pm – AVANT-GARDE CREATIVE DESIGN REDEFINES THE LANGUAGE OF MODERN DENIM**

Discover responsible innovation that will revolutionize denim. Elin Larsson will share with you Filippa K's passion for design and the brand's strategy to create long-lasting pieces, to give life to a smaller, indeed smarter, contemporary wardrobe. Haikure also shares its own commitment since its founding in 2007 to greater transparency, particularly via the implementation of QR technology.

***With: Elin Larsson, Advisor and lecturer for Sustainability & Circularity at Filippa K / Federico Corneli, Founder and CEO of Haikure & CEO of CS Jeans / Myar***
- 1 pm – NATURALLY RESPONSIBLE COLOURS**

The panel will guide the audience through the fascinating world of natural dyeing. The two speakers will introduce two different but complementary directions, where technology is the key differentiator. Performant, innovative, creative, but always environmentally friendly!

***With: Manel Subirats, Founder and CEO of Greendyes / Dr. Alessandro Maria Butta, Colori La Campana***
- 2 pm - CUTTING-EDGE MACHINES FOR INNOVATIVE AND RESPONSIBLE CREATIVITY**

Shima Seiki, Santoni and Acimit are three key players in terms of innovation in the machine industry. Usually, knitwear is produced by knitting each part separately and then sewing them together. In contrast, Shima Seiki's Wholegarment knitwear is produced in one piece, three-dimensionally, directly on the knitting machine, preventing wasted material such as cut loss and seam allowance. Santoni recently launched the X Machine, offering the possibility to knit countless intarsia items to obtain seamless uppers. The machine makes it possible to map different areas according to the type of yarn used and the various combinations chosen, thus producing a final product that is ready for the application of the sole, the final step in shoe manufacturing. Acimit (Association of Italian Textile Machinery Manufacturers) will share its 70-year experience as a private, non-profit body whose main purpose is promoting the Italian textile machinery sector. It will highlight the need for optimized management of production processes to reduce both consumption and waste, and the correlation between Industry 4.0 and sustainability. This is the underlying framework of the «Targa Verde» project, which aims to provide end users with the best information for classifying the production process.

***With: Simone Sottocasa, Sales Division, Shima Seiki / Patrick Silva, Head of marketing, communication and business development at the Santoni group / Roberto Vago, Technology advisor, Acimit***
- 3 pm - HEISEL DESIGN LAB: TECHNOLOGY FOR FASHION AND 3D PRINTING**

Sylvia Heisel will share her expertise in using 3D printing for fashion through a practical session. She will present an overview of the opportunities and new developments in 3D-printing equipment, materials and design software for fashion, and take a look at the opportunities and challenges that still lie ahead. Heisel works with brands and manufacturers to develop 3D printed products and integrate supplemental manufacturing processes into their supply chain. The design lab creates prototype garments and works with fashion brands and apparel manufacturers to develop smart clothing and integrate 3D printing into their designs and supply chains.

***With: Sylvia Heisel, Designer and Creative Director at Heisel***

# "THE SHAPE OF THINGS TO COME" A SERIES OF TAILORING WORKSHOPS BY ALESSIO BERTO

Denim Première Vision invites you to meet Alessio Berto from The Tailor Pattern Support consultancy bureau, for a series of 4 practical workshops to unlock the secret to perfect jeans.

During these workshops, Alessio Berto will explain how the work of the pattern maker is indispensable to the design and realisation of a pair of jeans. He will draw on the story of the creation of a contemporary collection designed from archives. From the inception of a collection to the expertise of the pattern maker, you'll learn everything about achieving the perfect cut. You may then work with Berto to create an exclusive pair of jeans starting from a pattern in your own measurements. Finally, you will witness the manufacturing of the item you have designed.

Alessio Berto will hold 4 workshops during the 2 days of the show, created with the support of SIP ITALY and BROTHER, which has supplied the sewing machines. Materials have been sourced from exhibitors at the show.

## DATES AND TIMES:

- **Tuesday, 28 May: 10 am and 3:30 pm**
- **Wednesday, 29 May: 11 am and 3:30 pm**

Each workshop will last one hour and cannot accommodate more than 15 people.

## ALESSIO BERTO, DENIM PATTERN MAKER



Born near Venice, Alessio Berto began his career by drawing inspiration from his favourite designers such as Jean Paul Gaultier, Katharine Hamnett and Chanel.

His experience in small and large companies led him to a broader and more advanced vision of designing a paper pattern. Eager to challenge himself, he was able to work on different projects and retain an open and alert mind. He is thus able to tackle a variety of different kinds of garments: from technical to denim, sport to casualwear, trousers to shirts and outerwear.

During the first 25 years of his career, Berto worked for the top companies in northern Italy, creating styles for Jean Paul Gaultier Jeans, Katharine Hamnett Jeans, Andrew Mackenzie, Replay, Kenzo KI, Boy London, Chanel Sport, thus attaining his early dreams. In 2012, Alessio Berto decided to share his experience, his «progressive» pattern-making method, his firm commitment to detail and reliability, by creating The Tailor Pattern Support, a consulting firm providing patterns and prototypes as well as training and workshops.

At the Studio, an archive of vintage garments is available to clients to give the construction of the garments an authentic identity rather than a merely standard approach.

[www.thetailorsupport.com](http://www.thetailorsupport.com)

# AN EXPERIENTIAL EVENT

Making the most of the Italian fashion capital, Denim Première Vision is organising two events to bring together industry professionals and celebrate indigo fabric.

## THE DENIM PV APERITIVO TUESDAY 28 MAY

Enjoy the Milanese sun and the gardens of the Superstudio Più during an exclusive Italian aperitivo to conclude the first day of Première Vision Denim.

> *Entry by invitation or upon presentation of the show badge.*



## THE DENIM PV DISTRICT: FROM 27 MAY TO 2 JUNE, MILAN IS THE CITY OF INDIGO

Milan celebrates denim, staging its own DENIM PV DISTRICT. For one week, from 27 May to 2 June, some 20 partnering Milanese brands and boutiques are offering discounts upon presentation of the show badge. A great way to mix business and pleasure!

## THE DENIM PV CITY GUIDE

Discover Milan's coolest, up-to-the-minute places thanks to the Denim Première Vision guide, available online soon on the website.



**DENIM PREMIÈRE VISION**  
**SUPERSTUDIO PIÙ**

**Via Tortona, 27**  
**20144 Milano MI**

**9:30 am / 6:30 pm**

ALL THE INFO YOU NEED  
TO ORGANISE YOUR TRIP HERE >

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