

# DENIM

PREMIÈREVISION

**5-9 JULY 2021**  
DENIM.PREMIEREVISION.COM

THE RESPONSIBLE DENIM FASHION EVENT  
**DIGITAL DENIM WEEK**







## IT'S IN OUR **DNA**

to guide and support you in the **development of your collections** of denim materials

to help you to **expand your business** via new services and tools

to understand **the challenges facing our industry**

## IT'S IN OUR **MISSION**

to nourish, inspire and decode **trends** for denim professionals

to create **meeting points and opportunities**, over the years with our shows, for all the industry's players - from designers to managers - to help them in the creation and design of their future denim collections

## IT'S IN OUR **COMMITMENT**

to facilitate and support **market sourcing initiatives**, the industry's transformation in terms of eco-responsibility

to actively contribute to the **digitization** of our entire sector thanks to the launch of our Marketplace in 2018

to initiate **positive momentum, drive innovation and contribute new sources of inspiration** by organizing events in a variety of European fashion capitals



Our aim is to offer you as much visibility as we can with **a calendar of events for 2021 and 2022** that is best suited to the needs of our market.  
2021 and 2022 will feature **3 different and complementary events** designed just for you, your customers and your prospects.

**July 5-9, 2021**

### **The Digital Denim Week**

The 100% digital event  
on [denim.premierevision.com](https://denim.premierevision.com)

**October 13 & 14, 2021**

### **Denim Première Vision MILANO**

A hybrid event, both physical &  
digital at Superstudio Piú, Milano.

**May 17 & 18, 2022**

### **Denim Première Vision BERLIN**

A hybrid event, both physical &  
digital at Arena Berlin.

As part of the digitization of our activity and to bring our services and your offer to as many denim professionals as possible around the world, each of the above physical events will be complemented by a week-long digital counterpart on the Première Vision Marketplace:

### **THE DIGITAL DENIM WEEK**



# SELL ONLINE

## WITH THE PREMIÈRE VISION MARKETPLACE

We were among the first in our industry to invest in digital and **launched our Marketplace in 2018** to enhance our physical events with additional services.

The goal was to provide concrete solutions addressing both fashion brands' sourcing needs and your own challenges in terms of collection visibility and promotion, 7 days a week, 24 hours a day, on a global scale.

To contribute to the digitization of the industry, we are constantly investing in order to continually develop new services and features.





## THE MARKETPLACE TODAY

### THE OFFER :

*Yarns and fibers, fabrics, leathers,  
designs, accessories and components,  
denim, Smart Creation, fashion  
manufacturing*



more than **1 500** e-shops



more than **45 000**  
products

### KEY FIGURES OVER 1 YEAR :

*From March 1<sup>st</sup>, 2020 to March 1<sup>st</sup>, 2021*



**2 326 476**

pages viewed  
(+130%)



**122 544**

users  
(+90%)



**259 962**

visits  
(+155%)



**6.53 mn**

session duration\*  
(+78%)



**22 347**

customer accounts  
(March 2021)





## THE MARKETPLACE TODAY

### THE VISITORSHIP:



*More than 70% of visitors are international and are notable for their quality and diversity in terms of their:*

► **markets :**

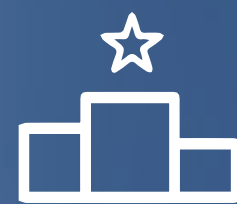
ready-to-wear, leather goods,  
fashion jewelry, footwear, etc.

► **size :**

independent designers,  
international groups, small  
and mid-sized companies;

► **positioning:**

luxury houses, mid- and high-end  
fashion and accessories brands,  
mass retail chains, etc.



### *The Top 10 of the Marketplace's "visitors":*

France / Italy / UK / Spain / USA / Japan / Turkey / Germany / South Korea / Belgium

APC, Af Studio, Anthology, Arche, Armand Thierry, Athleta, Azzura & Company, Balmain, Balzac, Basic Net (K-Way), Berluti, Beymen, Black Sheep (40Weft), Bonpoint, Brunello Cucinelli, Cacharel, Calvin Klein, Caroll, Céline, Célio, Chanel, Chloé, Claudie Pierlot, Damart, De Fursac, Dellaluna, Décathlon, Dior, Eleen Fisher, Eleven Paris, Etam Lingerie, Everlane, Fête Impériale, Fontana Pelletterie, Free People, Furla, Galeries Lafayette, Gemo, Gerald Darel, Giorgio Armani, Giovanni Cavagna, Givenchy, GP Sport, Graziella Braccialini, Hermès, Hast, Indies, International Footwear Investment (Bata), Jacadi, Jaquemus, Kenzo, La Redoute, Le Coq Sportif, LC Waikiki, Lerario, Longchamp, LM Fashion, M. Moustache, Maje, Miglioranza Massimo Design, MTC Bags, New Balance, Nike, Nordstrom, Orme Concrete, Passaro Sposa, Port 1961, Prada, Prandina & Co, Printemps, Ralph Lauren, Repetto, Rodo Firenze, San Marina, Sara Battaglia, Sezane, Sinclair, Schiaparelli, St Laurent, Stefanel, Tory Burch, Under Armour, Vakko, Vezzo, Vistamare, Vuitton...



Launched in September 2020, **the PV Paris Digital Show** - the first digital trade show for the fashion industry – held its second edition this past February 2021.

Initiated in December 2020, **the Digital Denim Week** gathered the entire denim community on the PV Marketplace for a week-long-digital-event dedicated to denim.

Unique & attractive event formats relying on **4 main drivers** to draw brands:

- A creative and international **product offer**
- Functions and features tailored to **networking** and **product discovery**
- **Fashion decodings** to find inspiration, understand the trends, and source the most creative materials
- **Digital Talks** to understand the market evolutions, trends and coming challenges





# THE PV PARIS DIGITAL SHOW - FEBRUARY 2021

## MARKETPLACE PERFORMANCE DURING THE FEBRUARY 2021 DIGITAL SHOW

From February 15 to 19, 2021



**460 227**

pages viewed  
(vs. 376 893  
- Sept. 2020 digital show)



**15 189**

users  
(vs. 19 859  
- Sept. 2020 digital show)



**174 494**

views of products  
including 5 990 that were  
added to shopping carts



**37 737**

supplier display-pages  
viewed



**7 260**

participants in the live  
conferences

## VISITORS FROM 109 COUNTRIES:



### Top 10 countries:

France / UK / Italy / Spain / Turkey / Germany / Portugal / Netherlands / South Korea





# THE DIGITAL DENIM WEEK – DECEMBER 2020

**54 EXHIBITORS / 900 PRODUCTS:**  
including 218 products in the fashion selections



**52 500+**  
pages viewed  
*/ 2,586 suppliers' pages seen*



**5 000+**  
users



**8 000+**  
products seen, including  
615 products added to  
shopping carts

**7 CONFERENCES & WORKSHOPS:**



**1 500+**  
denim professionals  
joining the talks  
& seminars



**10**  
exhibitors'  
presentations



**730+**  
denim professionals  
joining the exhibitor's  
presentations

**TOP 10 COUNTRIES:**

France / UK / USA / Italy / Turkey / Germany / Spain / The Netherlands / Belgium / Canada





**JOIN THE**  
**NEXT EVENTS**





# THE DIGITAL DENIM WEEK

## JULY 5-9, 2021

Being an exhibitor on the PV Marketplace and participating in the Digital Denim Week lets you enjoy a wide range of features and services:

### **1** ACCESS TO A TRUE ONLINE SHOP

- Present your company in a unique way and your know-how in a more dynamic fashion thanks to multimedia content - video, pictures and images, text, etc
- Upload your collections of materials online - with no limit to the number of products you have on offer
- Bring your product catalog to life, freely and easily, whenever you want
- Safeguard the secrecy of your creations thanks to the private catalog feature.

### **2** MASTERING YOUR SALES PROMOTION

- Get in direct contact with customers/ prospects thanks to customer/supplier link-up tools that allow you to conduct business discussions and transactions remotely
- Broaden your field of prospects and build customer loyalty thanks to appointments to present your offer - material by material/collection by collection etc. - in your e-boutique space
- Offer samples of your collections
- Sell securely\* and without commission





### **3**

## **PARTICIPATION IN THE DIGITAL SALES EVENT OF THE SEASON**

- The support of our fashion team in developing your collection 3 months before the event, with a decoding of coming trends during a live meeting
- A showcasing of your most creative materials/products on the digital forums
- Illustrations of your creations in trend-decoding articles targeted to brands

### **4**

## **THE GUARANTEE OF PV'S PROMOTION DURING THE SEASON**

A campaign targeting your prospects and clients, designed to highlight the event, your offer, the fashion decoding and the conference program:

- Newsletter campaigns
- An international online advertising campaign
- Webmarketing and rich SMS campaigns
- Press relations campaigns
- Ongoing social media communications on the leading platforms: Instagram, Facebook, LinkedIn, and Twitter
- A direct marketing action plan to promote operations, and to help brands register for the Marketplace and search for products
- A relay on the premierevision.com website with qualitative articles
- Local promotion of the event by Première Vision's international offices





## 5 NEW FEATURES TO COME

### **Latest innovations for the Digital Show:**

- The Marketplace will now become the platform that centralizes all supplier information - e-catalogs will be eliminated.
- The design of your e-boutique evolves to become more immersive, with a new organization by tabs and a showcase of new features.
- Integrated Videoconferencing as of the 1st semester of 2021: soon, visitors can contact you to see live video presentations of your collections..

### **Moving towards a single site:**

- In the 1<sup>st</sup> semester of 2021, Première Vision will bring together its Marketplace and show websites on one single platform.
- The goal? Simplify the understanding of the global offer, streamline your own client process and that of visitors, optimize the value of your offer, multiply the impact of our promotional activities, develop new features, add new services, and significantly increase traffic on the website.





# TWO PRICES - DIGITAL OFFER PACKAGES

## DIGITAL DENIM WEEK PACK

6-month access to the PV Marketplace  
(May - November) with:

- Online store
- Unlimited online products
- Private catalog
- Online sampling
- Online sales (for EU companies only)
- No commission on sales
- 6 product samples selected, posted on the AW22-23 Digital Forums and highlighted during the Trends Seminar
- The integration of some of your product selections into AW22-23 trend decodings

**1,000€**

## TOP VISIBILITY PACK

6-month access to the PV Marketplace  
(May - November) with:

- Online store
- Unlimited online products
- Private catalog
- Online sampling
- Online sales (for EU companies only)
- No commission on sales
- 6 product samples selected and posted on the AW22-23 Digital Forums tbc
- The integration of some of your product selections into AW22-23 trend decodings

**+ 10' slot video presentation  
during the week**

**2,500€**







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**DENIM**  
PREMIÈREVISION

**1 SHOW / 2 EVENTS**

**DENIM PV MILANO**  
6-7 JULY 2021

**DIGITAL DENIM WEEK**  
5-9 JULY 2021

THE RESPONSIBLE DENIM FASHION EVENT

**MILANO**





# OFFER

## PHYSICAL + DIGITAL

**DENIM PV MILANO / JULY 6&7, 2021\***  
+  
**THE DIGITAL DENIM WEEK - JULY 5>9, 2020**

### PHYSICAL OFFER

- 12 SQM > 7,632 €
- 18 SQM > 11,448 €
- 24 SQM > 15,264 €
- 36 SQM > 22,896 €
- 48 SQM > 30,528 €

+

### DIGITAL OFFER



- Digital Denim Week pack > 1,000 € **500 €**
- Top visibility pack > 2,500 € **1,250 €**

*\* If the restriction on the organization of events is lifted for the first semester of 2021*

