

DENIM

PREMIÈREVISION

THE RESPONSIBLE DENIM
FASHION EVENT. **DEC. 03—04**
2019 PRINTWORKS LONDON



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DENIM PREMIÈRE VISION IN LONDRES : INSPIRATION, EXPERIENCES AND INNOVATIONS FOR A CREATIVE AND RESPONSIBLE CONTEMPORARY DENIM INDUSTRY

Following on the success of its first London edition last December, and a Milan edition lauded by fashion professionals and the denim industry last May, Denim Première Vision will be returning for the second time to the UK capital next 3-4 December.

In a new venue, Printworks London, the show invites the international denim community to broaden its business perspectives and discover new sources of inspiration. An event where creativity, spring summer 2021 fashion trends and eco-responsible innovations in materials, techniques and technologies will all be closely entwined, for two exclusive days exploring the many facets of contemporary denim.

Targeting all creative fashion brands that develop denim collections - fashion and luxury brands, pure jeanswear players, web players - Denim Première Vision will present **a selective offer from 97 leading exhibitors** in the global creative denim industry. This season's broadened offer is up by 9% over the 89 exhibitors showing in December 2018.

LONDRES REDUX!

As an itinerant show, Denim Première Vision aims to ensure a continuity between its various editions. While the show relies on new destinations to help professionals conquer new markets, the goal is also to build lasting relationships between these various players.

The December 2019 edition will therefore be held again in London, in a new location and a new part of the city: at the PRINTWORKS LONDON.

HIGHLIGHTS OF THIS EDITION

THE OFFER

97 exhibitors selected from among the world's most high-quality, creative and innovative companies in the denim industry.

THE HABITAT 21 PROJECT

An inspiring experience, combining fashion design and eco-responsibility, created in collaboration with Italian designer **Kristian Guerra**, co-founder of the creative platform and brand *Ice Surface Temperature*, installation-designer **Filippo Maria Bianchi**, and a selection of exhibitors identified by the Smart Creation team as being eco-responsible in terms of sourcing, production processes and finishing, with whom new products will be developed.

2 DAYS OF CONFERENCES

on fashion directions and eco-friendly denim:

- **Tuesday 3 December: 3 fashion seminars** - inspirations, seasonal directions, silhouettes... - and **2 Smart Talks** - round tables dedicated to responsible denim and the circular economy.
- **Wednesday 4 December: 2 fashion seminars and 2 Smart Talks.**

WORKSHOPS AND EXPERIENCES

- **RE-TRACE**, a series of sewing workshops led by Alessio Berto, founder of *The Tailor Pattern*, to design the perfect jeans through the study of 3 iconic jeans models from the M.O.D.E. denim museum.
- **M.O.D.E. exhibit**: an immersive installation of iconic jeans items selected from the collection at M.O.D.E, the new denim museum inaugurated in Verona in June 2019 by the Elletti Group, an Italian manufacturer.
- **MAKER*Lab** will present exclusive know-hows from 6 fashion and denim artisans.
- **DENIM PARTY!** An evening of celebration bringing together all the industry's players the first night of the show at Cargo, in the heart of Shoreditch.
- **DENIM PV DISTRICT: London colours itself blue!** For one week, **from 2 to 8 December**, 25 participating London shops will offer discounts upon presentation of the show badge.
- **Exclusive events and presentations** at our exhibitors' stands.

THE PREMIÈRE VISION MARKETPLACE

A real revolution in terms of the fashion industry overall, the Première Vision Marketplace, a unique B-to-B e-commerce platform for the sector, was launched and went online at the Première Vision Paris show in September 2018. In May 2019, to coincide with the Milan show, the platform began including Denim Première Vision weaver-exhibitors

At the London show, the Marketplace team will be on hand in a specially dedicated area to provide information to exhibitors, visitors and the press.

<https://marketplace.premierevision.com>

AT THE **HEART** OF THE SHOW **A STRENGTHENED OFFER**

Denim Première Vision - which is now organised by activity sector, to situate exhibitors' products and developments at the heart of the event - presents an updated and strengthened international offer from 97 companies, up 9% over the 89 exhibitors at the December 2018 show.

Exhibitors who are industry leaders, including 10 new companies, from 15 countries, all chosen from among the top specialists in Europe – Italy, Germany, Spain, France; Turkey and Asia – Japan, Hong Kong, China, India, Pakistan, Bangladesh; Brazil, and the US, in addition to Morocco, the United Arab Emirates and Mauritius:

- Weavers (48), garment manufacturers / laundries / finishers (20), component and accessory makers (18), technology developers and promotional and service organisations (11).

NOTE:

Altogether, the companies presenting at Denim Première Vision produce more than one billion metres of denim per year, in the mid-to-high-end market segment. This represents about 1/3 of the world's annual denim production, and about 90% of the premium denim market.

DISCOVER ALL THE SHOW EXHIBITORS
ON THE WEBSITE. >

SMQ TRAIL

Young designers, niche brands and pure web players all currently incorporate denim into their collections, whether for capsule collections or just a few pieces for their ready-to-wear line.

To respond to the recent emergence of these new players in the fashion and denim markets, the show provides a specific trail dedicated to small quantities: the **SMQ TRAIL (SMQ = Small Minimum Quantity)**: 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 catalogue and the e-catalogue on the Denim Première Vision website.

A CREATIVE AND ECO-RESPONSIBLE SPRING SUMMER 21 DENIM SEASON

For this spring-summer 2021 season, Denim Première Vision proposes an innovative and forward-looking concept to help the industry's professionals develop their creative and eco-responsible collections:

- **HABITAT 21 is an immersive, experimental and inspirational space**, highlighting new eco-responsible developments reflecting the spring-summer 2021 season trends.
- **A series of fashion seminars**, to understand the season's directions, and **talks on sustainable-development issues** to assist the industry as it evolves in this direction.

HABITAT 21: AN IMMERSIVE, INSPIRING AND ECO-RESPONSIBLE EXPERIENCE



Combining fashion design and eco-responsibility, the HABITAT 21 project was specially created by Denim Première Vision in collaboration with Italian designer Kristian Guerra, installation-designer Filippo Maria Bianchi and a selection of show exhibitors identified by the Première Vision Smart Creation team as being **eco-responsible** in terms of their materials sourcing - sustainable fibres, environmentally friendly fabrics - and their production and finishing processes. This concept weaves together a unique relationship between fashion, sustainability and technology.

The idea is to bring the denim of the future into the present by offering the denim community access to new denim solutions developed and created in accordance with the spring summer 21 fashion trends by the Denim Première Vision team.

Exclusive, eco-designed materials boasting technical innovation and creativity can be discovered in the HABITAT 21 area and at the stands of participating exhibitors:

Advance Denim, Berto, Calik Denim, Kilim, Naveena, Orta Anadolu, Prosperity Textile, Rajby, Raymond Uco, Soorty, Evlox-Tavex, Panama trimmings.

The HABITAT 21 space brings together the season's fashion trends and inspirations through an experimental installation designed to foster a dialogue between fashion, art, design and architecture through the visions of Kristian Guerra and Filippo Maria Bianchi. Both use their experience and knowledge to destroy and RECONSTRUCT. They believe in alteration as a starting point for innovation. HABITAT 21 highlights the importance of this relationship between evolution and conservation, underlining the inevitable issues of sustainability and renewal.

The spring summer 21 season is expressed in the HABITAT 21 area. It is broken down into 3 habitats, 3 areas of inspiration and discovery, where minds have no limits, bodies experience new sensations, eyes adjust to the virtual world and hands discover unexpected sensations.

An essential passage to experience and feel the season's 3 major directions:



©PIERRE CHÂTEL INNOCENTI

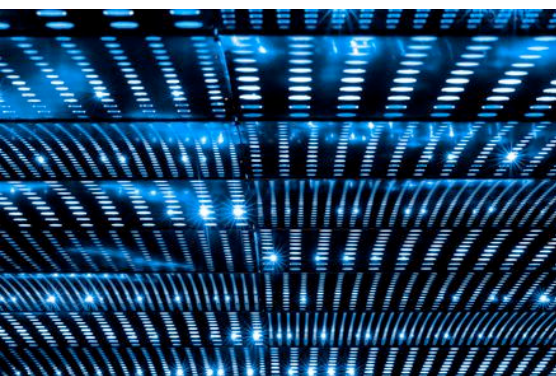
HABITAT 1 / SENSATION

A habitat connected to feelings, emotion and sensation. Spring summer 21 denim is enveloped in lightness and fluidity. Handles play a key role and champion softness. Looks are refined, with organic and recycled fibres. Colours play on graduated shades for pleasing and soothing visuals.



HABITAT 2 / HYBRIDATION

A habitat in perpetual motion, that is continually experimenting. Upcycling takes over this space, where natural fibres meet recycled fibres for unexpected compositions. Visuals champion irregularities, a more artisanal look, with contrasting matte and metallic shines.



©KRZYSZTOF KOWALIK

HABITAT 3 / EXPANSION

A multi-disciplinary and multi-tasking habitat, overflowing with instinct, positive distraction and immediacy. Profuse experimentation, abundant visuals, variations on techniques and technologies, a place for an overlapping virtual metamorphosis. A combination of artisanal handiwork and new technologies affirms personalisation and plays with recycled and organic fibres.

FASHION SEMINARS

Première Vision's fashion team and its exclusive guests will introduce you to all the ingredients necessary to create spring-summer 21 denim collections... in addition to a look back at autumn-winter 2020-21 with Tagwalk.

SS 21 DENIM FASHION TRENDS

Presented by Denim Première Vision's fashion team, this exclusive and inspiring seminar will immerse you in spring summer 21. From fabrics to finishes and components, discover all the trends of this new denim season - including eco-responsible innovations.

Tuesday 3 and Wednesday 4 December at 11am - conference area.

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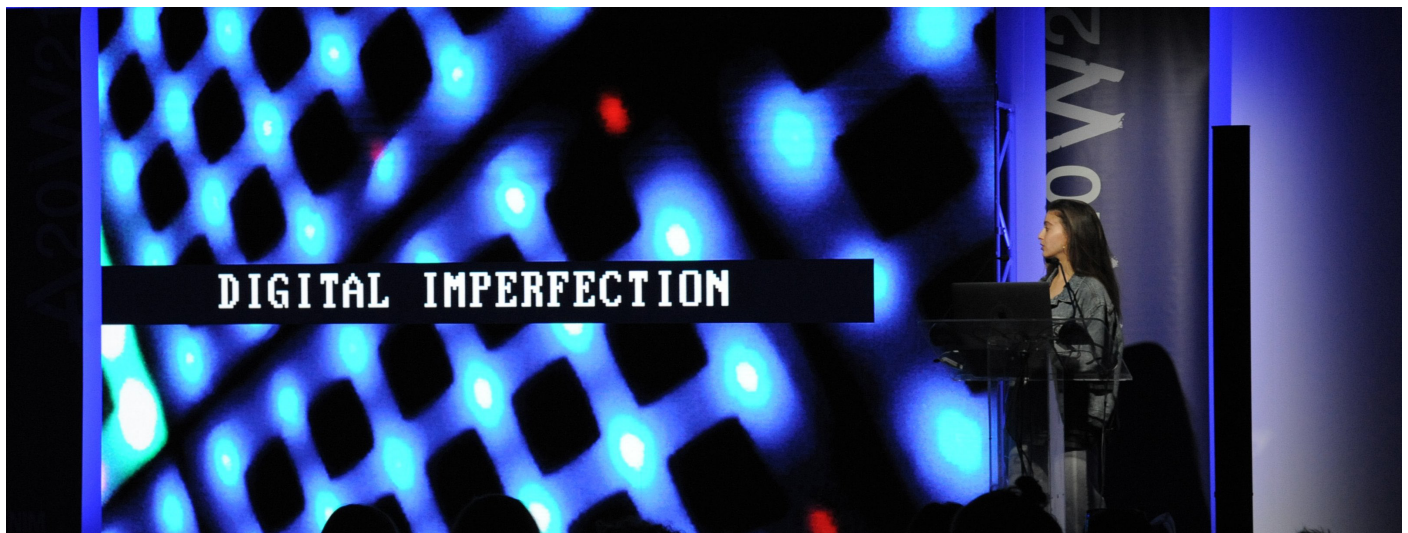
A fashion seminar dedicated to the season's outfits and looks: a way to approach denim trends with an emphasis on lifestyle, cuts and shapes. Lucia Rosin from Italy's Meidea design studio analyses spring summer 21 cuts and silhouettes through 7 examples.

Tuesday 3 and Wednesday 4 December at 2pm - conference area.

THE BEST TRENDS FOR A20W21

All the trends and must-have products for autumn winter 2020-21 thanks to a close analysis by Alexandra Van Houtte, founder of Tagwalk, the leading B2B fashion search engine specialising in runway referencing. During the seminar, trends identified thanks to Tagwalk's expertise and data will be illustrated with Denim Première Vision exhibitors' own products and developments for a ready-to-use solution for the season.

Tuesday 3 December at 5pm - conference area.



THE **SMART** TALKS

Denim PV is organising a series of Smart Talks together with eco-responsibility Game Changers, for everything you always wanted to know about the circular economy.

These four discussions - two talks held each day at 12:30 and 3:30 pm - will be moderated by Giusy Bettoni, sustainable development consultant for Première Vision, and held in the show's conference space.

DETAILS OF THE SMART TALKS AND SPEAKERS TO BE ANNOUNCED SOON,
AND WILL BE POSTED ON THE SHOW'S WEBSITE..

SMART CREATION PREMIÈRE VISION

Launched in September 2015 at its Paris show, Première Vision's Smart Creation program aims to highlight exhibitors' eco-responsible approaches and to help buyers and designers in their creation of eco-responsible fashion.

Since May 2018, Denim Première Vision has been promoting **eco-responsible production** initiatives and sustainable products throughout the denim value chain. This commitment has become essential as the show is now the industry's premier rendezvous for creative and responsible contemporary denim.

Complete information concerning Smart Creation at Denim Première Vision can be found in [a special section of our website](#).

LISTEN TO THE **SMART CREATION** PODCAST

SMART CREATION, the podcast, invites you to explore the full potential of eco-responsible fashion.
Dive in to discover the latest products and initiatives of the leading upstream players in the global fashion industry that are facilitating the transition to a more responsible fashion industry.

Found everywhere podcasts are available, as well as [on the show's website](#).

Exploring
the potential
of **sustainable**
fashion

SMART
CREATION®
the podcast

RE-TRACE, A DENIM-WORKSHOP SERIES BY ALESSIO BERTO



This denim workshop series is created in collaboration with Alessio Berto from *The Tailor Pattern Support*. The workshop focuses on the importance of the pattern and the day-to-day work of the pattern maker in order to create a perfect pair of jeans.

The aim is to learn how to RE-TRACE a pair of iconic jeans.

Alessio Berto and Denim Première Vision have selected 3 signature 1950s jeans from the 106 pieces in the new denim museum, M.O.D.E. (Museum Of Denim Elletti). These vintage pieces are by Levi's, Lee and Wrangler. Alessio Berto will use these 3 iconic designs during the workshop series to teach participants how to create the perfect denim pattern.

"The ability to observe a garment, to fully understand its making, and to discover its history is what distinguishes a pattern maker from a pattern designer, one who can give a soul to iconic garments." Alessio Berto.

The participants will have the opportunity to create the pattern of an iconic pant through different steps: historical and technical analysis, measurement, analysis of details and the realization of the pattern.

At the end of the workshop, each participant will receive a special package including all the necessary materials to recreate the original jeans.

Alessio Berto is offering 6 workshops during the two days of the show:

- **Tuesday 3rd December:** 10am, 12pm, 2.30pm, 4.30pm
- **Wednesday 4th December:** 10am, 12pm, 2.30pm

Each workshop lasts an hour and thirty minutes, and can accommodate groups of 15 people. To join one of the workshops, please register at the Workshops Area.

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. <http://www.thetailorsupport.com>

M.O.D.E. MUSEUM OF DENIM ELLETI GROUP X DENIM PV

After the opening of M.O.D.E. in June 2019 followed by some months of success, the Elletti Group, an Italian laundry and apparel manufacturer, will partner exclusively with Denim Première Vision for the museum's first-ever collaboration with a trade fair.

A selection of iconic jeans selected from the 106 pieces in the museum will be presented in a dedicated space. This immersive installation of over 20 items will focus on three areas of exploration marking the history of denim:

- **The brand identity of jeans**, via the main transformations at LEE,
- **How WWII influenced our way of designing**, creating and wearing clothing,
- **The history of the overall**, an item that forever changed fashion.

The presentation will be curated by the Denim Première Vision team, in collaboration with Cristian Murianni, founder of Milan's Denim Institute, who will be on-site to give a guided visit of the show.

MORE ABOUT...

ELLETI GROUP

The Elletti Group was founded in the '80s near Verona, Italy in an area where the most iconic denim brands were operating and producing, thus stimulating the development of an industrial centre of excellence today. With 11 production plants located in Italy, Tunisia and Romania, the company is an important reference for the denim industry and one of the leading denim producers in Europe and in the Mediterranean region. In 2016, some 35 years after its founding, the group acquired Martelli Lavorazioni Tessili (1965), the prestigious laundry and finisher.

M.O.D.E.

Opened in 2019, M.O.D.E. presents a unique exhibition bringing together historical pieces, some dating from the 1850s, from Elletti's private collection. The museum has partnered with STADIUM, an archive centre of 15,000 garments, selected and digitized from products made by the Martelli Group and Elletti over the course of more than 40 years of research.

MAKER*LAB: A CREATIVE AND EXPERIENTIAL SPACE

MAKER*Lab is a space for learning, experience and creation that is being presented for the first time at Denim Première Vision. It is dedicated to select manufacturers and designers who have a contemporary vision of artisanal craftsmanship.

At the show, they will explain their creative approaches and the fabrication methods that go into the hand designed and handcrafted products they will present at the Maker*Lab.

This is a chance for visitors to experiment with artisanal techniques and traditional and modern know-hows, to help them dream up the creations of the future.

Artisans at the show : Giulio Miglietta, Angelo Verga, Paul Vogel, Raw Hat, Emina, The Denim Dog.

AN **EXPERIENTIAL** EVENT

Taking advantage of London's dynamic energy and cultural vitality, Denim Première Vision is organising events to bring together industry professionals and celebrate jeans.

THE DENIM PV PARTY - TUESDAY 3 DECEMBER

In the heart of trendy Shoreditch, join us for the show's exclusive night out: the Denim PV Party, at CARGO LONDON.

Entry by invitation or upon presentation of the show badge.

CARGO LONDON - 83 Rivington St, Hackney, London EC2A 3AY www.cargo-london.com



DENIM PV DISTRICT 2 - 9 DECEMBER

To celebrate this edition of Denim Première Vision in the UK capital, the show invites visitors and exhibitors to enjoy exclusive discounts **next 2 to 9 December** at some 25 shops and concept stores partnering with us to create the **DENIM PV DISTRICT**, upon presentation of the show badge. Find [the full list on the website](#).

THE DENIM PV CITY GUIDE

Enjoy the coolest and trendiest places in London thanks to the Denim Première Vision City Guide, edited by journalist Oliver Horton, which you can [find on our website](#).

DENIM PREMIÈRE VISION **PRINTWORKS LONDON**

Surrey Quays Rd, Rotherhithe
Londres

9h30 / 18h30

**ALL THE INFORMATION YOU NEED
TO ORGANISE YOUR TRIP IS RIGHT HERE: >**

DENIM PREMIÈRE VISION COMES BACK TO MILAN!

After a successful edition in Milan in May 2019, Denim Première Vision is moving back to the Lombardy capital for two days entirely focused on creation, and innovative and eco-responsible denim for the autumn-winter 21-22 collections.

**MEET US ON JUNE 10 & 11 2020
AT SUPERSTUDIO PIU!**

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