

PRESS REPORT

5 JUNE 2019

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

SUPERSTUDIO PIÙ-MILAN

DENIM
PREMIÈREVISION

PREMIÈRE VISION DENIM'S STRATEGY OF ECO-RESPONSIBLE CREATION, INSPIRATION AND DIGITAL INNOVATION WINS OVER INDUSTRY PROFESSIONALS VISITORS UP BY +8% IN MILAN

At its latest international edition at Milan's Superstudio Più this 28 and 29 May, Denim :Première Vision demonstrated its ability to bring together global fashion and denim players, and confirmed the coherence of the strategic developments it initiated in Paris in May 2018 and rolled out in London in December 2018.

Always keenly attentive to the market, Denim Première Vision is now a traveling show, with unique new experiences and content exploring the different facets of contemporary, creative and eco-responsible denim. Its aim is to meet the challenges of brands developing denim collections: fashion and luxury brands, pure jeanswear players, web players and more.

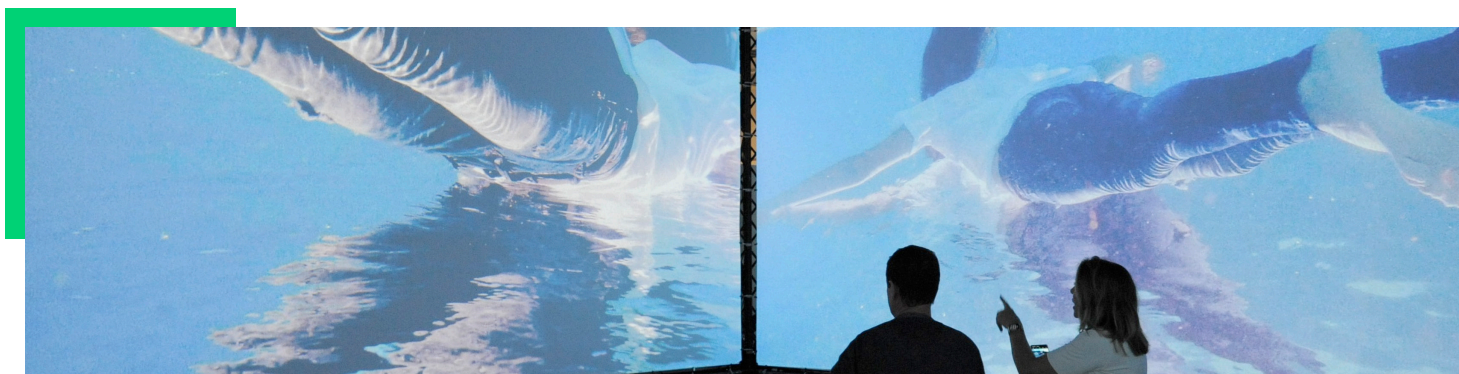
Exhibitors were quick to describe the edition as «frizzante» - a lively event, with steady activity throughout the two days of the show. Visitors praised the quality of its selective and creative offer, as well as the high added-value programme targeting the challenges facing the sector, and the show's ability to inspire decisively fashion-oriented denims, focused on eco-responsibility and innovation.

A total of 2,524 attendees came to broaden their business perspectives and discover new sources of inspiration in the Italian fashion capital. Visitors were thus up by +8% compared to the London edition of December 2018, and were above all international, with more than 40% of visitors coming from abroad (outside Italy).



HIGHLIGHTS OF THIS EDITION

- **A selective, international and specialised offer: developments and innovations from 93 exhibitors**, each chosen from among the most high-quality, creative and innovative companies in the global denim industry.
- **Exclusive forward-looking fashion information: a comprehensive, expert and inspiring fashion approach to creating Autumn-Winter 20-21 collections, including a dedicated film, seminars, practical workshops.... and the A20W21 LABORATORY, designed to immerse visitors in the season and its creative innovations right from the entrance, with 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.
Get the complete fashion decoding for spring summer 20 in the SS/20 Denim Highlights document found on the show's website.
- **Quality talks and content concerning the sector's eco-responsibility challenges** through a series of conferences - the Smart Talks - dedicated to *Smart Creation* and *eco-friendly denims*.
- **A success for the space dedicated to the Première Vision Marketplace, which included weavers exhibiting at Denim Première Vision during the show.**
- **Milan** : At the very heart of Italian fashion, Milan is one of the world's most inspiring cities for the luxury and fashion industry as well as industrial design. It's also the historic capital of denim.



THE SHOW HEADS BACK TO LONDON ON 3 & 4 DECEMBER 2019

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, on 3 and 4 December, in a new location and a new part of the city: PRINTWORKS LONDON - Surrey Quays Rd, Rotherhithe, London SE16 7PJ.

HIGH-QUALITY AND INTERNATIONAL VISITORS

Coming from **54 countries**, some 40% of visitors to Denim Première Vision came from countries other than Italy, confirming the international vocation of the show.

Mid to very high-end fashion brands, designers, luxury players, pure web players, jeanswear leaders... altogether, 2,524 visitors answered the call of this latest edition in Milan.



Attendance was 83% European, led by Italy (59% of visitors), confirming that the goal of this itinerant event has been achieved: to attract local buyers and creative people in a country as important for fashion and denim as Italy.

In 2nd place among visiting countries, Turkey accounted for 9% of the total number of visitors.

In the 3rd place, Spain saw a stable number of visitors compared to the London edition. This is an important country for the business opportunities it offers, particularly with the presence of leading international fashion groups.

France is in 4th place. French visitorship is essential in this industry, as it includes some of the most influential and creative brands in the world.

Next followed, in order, Germany, the United Kingdom, Switzerland, the Netherlands, Portugal and Belgium.

Finally, in 9th place, the United States showed stability in its number of visitors, which included fashion brands and above all pure players, all essential to the denim industry.

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3 & 4 DECEMBER 2019

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