

DENIM

PREMIÈREVISION

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



PRESS REPORT
11 DECEMBER 2019

DENIM PREMIÈRE VISION NEARLY 2,000 INTERNATIONAL VISITORS ATTEND **SUCCESSFUL** **LONDON EDITION**

Resonating as powerfully effective, high in quality, inspiring and eco-responsible, the second London edition of Denim Première Vision finished on an optimistic note.

Held this 3rd and 4th of December in a new location, Printworks London, the event confirmed the attractiveness of its year-old roving concept, as well as the coherence of its premium positioning and commitment to a contemporary denim industry marked by creativity, innovation and eco-responsibility.

The edition was broadly described as both «successful» and «dynamic» by the 97 exhibiting companies. All praised the **quality and diversity of its visitors** - nearly 2,000 targeted attendees from 43 countries - and the **choice of venue**. Above all, they applauded **the exhibition's strategic positioning, which opened new business and development opportunities** to the entire denim community, to help it meet the challenges of an industry seeking creation, inspiration and a more sustainable approach to fashion.

From designers to order-writers and decision-makers, Denim Première Vision has brought together all those who count at creative companies with denim collections: fashion and luxury brands, pure jeanswear players, web players...

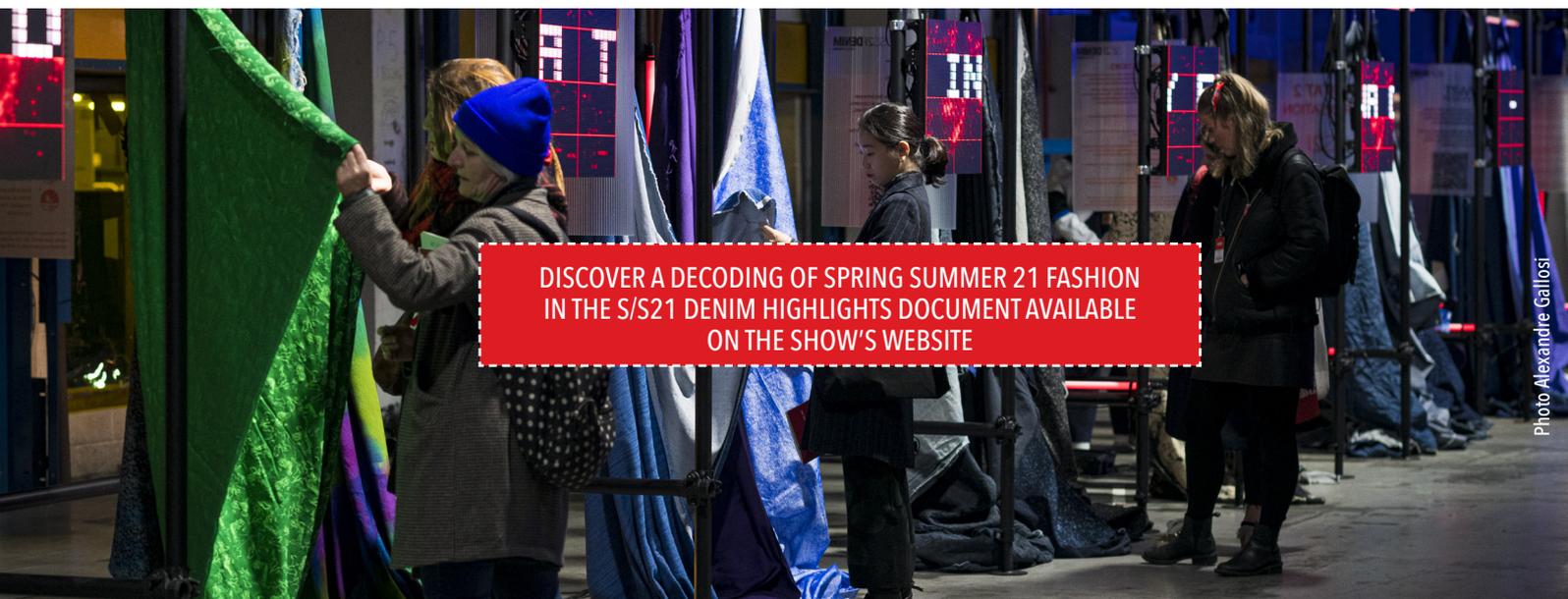
With 1,979 international visitors, the show's attendance - mainly European (81% of visitors) and overall stable for traditional fashion and creative denim markets such as the United Kingdom (52% of visitors), Italy (9% of visitors), France (up by +9%) and the Netherlands - **nonetheless saw a decline this season, due to a fall in Spanish and German visitors.**

THEY VISITED THE SHOW...

7 FOR ALL MANKIND / ALL SAINTS / ASOS / AUCHAN / BALENCIAGA / BELSTAFF / BERLUTI / BERSHKA / BESTSELLER / BONOBO / BOOHOO / BURBERRY / C&A / CELIO / COS / CYRILLUS / DEBENHAMS / EL CORTE INGLES / ESPRIT / EVRNU / FRENCH CONNECTION UK / GUESS / H&M / HACKETT / HERMES / HOLLISTER / INDITEX / JACK & JONES / JACK WOLFSKIN / JEAN PATOU / JIGSAW / JOHN LEWIS / KENZO / KIABI / LACOSTE / LANVIN / LC WAIKIKI / LEE COOPER / LEVI'S / LOEWE / LULULEMON / LVMH / MAJE / MARINA RINALDI / MARKS & SPENCER / MAX MARA / MISS SELFRIDGE / MISS SIXTY / MORGAN / MUSTANG JEANS / NEW LOOK / NEXT / NUDIE JEANS / OGGI JEANS / PAUL SMITH / PEPE JEANS LONDON / PRIMARK / PRINGLE OF SCOTLAND / PRINTEMPS / PROMOD / PULL AND BEAR / RALPH LAUREN / RIVER ISLAND / SAINSBURYS / SPRINGFIELD / STELLA MCCARTNEY / STRADIVARIUS / SUPERDRY / TED BAKER / TESCO / THE KOOPLES / THOMAS PINK / TOM FORD / TOPMAN / TOPSHOP / TRUSSARDI / URBAN OUTFITTERS / VANESSA SEWARD / VIVIENNE WESTWOOD / WEEKDAY / ZARA

HIGHLIGHTS DE CETTE ÉDITION

- **A selective and specialized international offer: creative and eco-responsible developments and innovations from 97 exhibitors** (up 9% vs. Dec. 18) selected from among the highest quality international companies in the denim industry.
- **Exclusive forward-looking fashion information: a comprehensive, expert and inspiring fashion approach to creating spring-summer 21 collections with:**
 - **The HABITAT 21 project**, an immersive, experimental and inspiring space combining fashion design, technology and eco-responsibility. Created in collaboration with Italian designer Kristian Guerra and scenographer Filippo Maria Bianchi, and a selection of exhibitors identified by the Smart Creation team as eco-responsible in terms of their sourcing, production processes and finishings, this experimental installation provided insight into new developments and denim fabrics.
 - **Daily seminars on the latest fashion trends, all very well attended** - inspirations, seasonal orientations, new looks, updating...



- **Quality conferences on the issues confronting the sector, which were fully attended:**
 - **4 Smart Talks dedicated to responsible denim and the circular economy**, moderated by **Giusy Bettoni**, sustainable development consultant for Première Vision.
 - **An exclusive round table on the cultural and stylistic heritage of denim** moderated by **Maria Cristina Pavarini** of Sportswear International.
- **Workshops** - RE-TRACE, with designer Alessio Berto -, **and special experiences** - including an exhibit from the M.O.D.E. museum by Elleti Group; a MAKER*LAB space dedicated to artisanal know-hows - all much appreciated by visitors
- **A successful DENIM PARTY** on the show's first evening that brought together the denim community and prolonged the festivities in the trendy Shoreditch district.

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 was on hand in a specially dedicated area to provide information to exhibitors, visitors and the press.

A platform providing an opportunity to extend the show and business discussions throughout the year.

<https://marketplace.premierevision.com>

NEXT: A HIGHLY AWAITED MILAN EDITION

Following this second successful London edition, the international denim community is already looking forward to the next Denim Première Vision show in Milan.

This coming 10 and 11 June 2020, the show will be returning to the Superstudio Più in Milan, to help the industry build and develop its autumn-winter 2020-21 collections. An edition where inspiration and creative, eco-responsible developments will be even more in evidence, and once again made the focus of the event.



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