

PV

DENIM

5 & 6 JUNE 2024
SUPERSTUDIO PIÙ, MILAN
PRESS RELEASE



TOWARDS A NEW DENIM ERA: INSPIRING ENCOUNTERS AND IMMERSIVE EXPERIENCES ACCOMPANY AW 25-26 COLLECTIONS

Join us to discover **the latest trends** and connect with **leading denim manufacturers and experts** at **Denim Première Vision** this coming **5- 6 June at Superstudio Più in Milan**. A can't-miss biannual event, Denim PV gathers the entire global denim community to exchange ideas, share insights, and explore the latest industry innovations for **Autumn-Winter 25-26**. Nearly **90 exhibitors** will be there!

More than just a professional platform, the show embodies unity in diversity, bringing together individuals from various backgrounds in a welcoming and collaborative atmosphere. Honored by the **patronage of the City of Milan**, the event will be marked by the presence of **François Bonet** (Consul General of France in Milan | Ministry of Europe and Foreign Affairs) who will inaugurate the conference series alongside **Florence Rousson** (President of the Executive Board of Première Vision) at 11:00 am on the show's opening day.

In recognition of the region's dynamic denim industry, **Denim PV chose Milan as its setting last November, and again for June and December 2024**.

A DEEP DIVE INTO DENIM: BOUNDLESS CREATIVITY, ONGOING INNOVATION, SUSTAINABILITY

Weavers, accessory and component manufacturers, garment makers, laundries and finishers... At Denim PV, almost **90 exhibitors (including some 20 newcomers)** from **19 countries (Italy, Spain, Switzerland, Turkey, Japan and more)** will come together to unveil their **Autumn-Winter 25-26 collections**.



62% - DENIM SPINNERS AND WEAVERS
 26% - GARMENT MAKERS AND FINISHERS
 5% - PROMOTIONAL SERVICES AND TECHNOLOGIES
 7% - ACCESSORY AND COMPONENT MANUFACTURERS

NEW! DENIM PV JOINS THE 'a better way' PROGRAM

'a better way' is a Première Vision initiative that **promotes exhibitors' efforts and investments in developing more sustainable fashion**, in line with **continually evolving environmental regulations**. The program **aims to assist brands with their sourcing** by promoting exhibitors' **most virtuous practices**. As a catalyst for change, 'a better way' **meets the expectations of brands and consumers concerned about the origin and impact of raw materials**. For exhibitors, taking part in the 'a better way' program provides a true competitive advantage in the context of the industry's transformation

[To find out more](#)

«We are convinced **Denim PV is the best show for jeanswear in the world**. For us, it's an opportunity to highlight the quality of Japanese denim to international visitors, in addition to meeting jeanswear fans and customers who will fall in love with our products.» - **Japan Blue**

«We always look forward to **presenting our latest sustainable high-end denim innovations** at Denim PV in Milan. It's a chance for us to **interact with designers from luxury brands** as well as **specialist jeans brands** looking for fresh looks and the newest ideas and trends.» - **Advance Denim**

«For me, taking part in Denim PV is key not only in terms of **visibility** and the chance to **meet all our Italian and foreign customers**, but also because it's become an **opportunity to grow**, to measure ourselves against the competition and bring our know-how up-to-date.» - **Outside Denim Lab**

BRANDS ATTENDING THE SHOW: M&J Group / 496 Fabric Lab / Black Peony / Kassim / Pure Denim / Fashion Art / Haseller / Tusa / Advance Denim / Berto Industria Tessile / Blue Jeans Lavanderie / Cadica / Calik / Chottani / Evlox-Tavex / Fasac / Fabritex Outside Lab / Firemount Textile / Gommatex / Gonser Group / Indigo Textile / Japan Blue / Kilim / Kipas / Kurabo / Kuroki / Orta Anadolu / Prosperity / Stella Blu / Titanus / Sharabati / Rajby / Velcorex / CRJ / Topp Italia / ACM and many more! [More about the exhibitors](#)

AUTUMN-WINTER 25-26: DENIM TRENDS

Visitors will enjoy a **unique immersive experience** at the very heart of the **Autumn-Winter 25-26 denim trends**. Providing a peek at the new season, **Lorenza Martello**, Première Vision Denim Expert notes that: «For AW 25-26, denim collections seek a balance between low-key volumes and spectacular embellishments, between moderate textures and opulent shapes, for collections with strikingly rich contrasts.»

To learn more about the Autumn-Winter 25-26 fashion season:

- **The Fashion Forum - to discover outstanding developments from Denim PV exhibitors.** This space will also welcome the «**Project Tomorrow**» collection, a collaborative initiative, created especially for the event, between the Première Vision fashion team and two of Milan's most prestigious fashion-design schools: **NABA** (Nuova Accademia di Belle Arti) and **IED** (Istituto Europeo di Design). [Learn more](#)
- **Denim Fashion District:** First launched in 2022, this creative space brings together **collections from upcycling labels, emerging designers, established brands and rising denim stars**. Drop in for a seamless blend of music, culinary delights, and engaging discussions, against a backdrop of interviews playing on multi-screen displays. An **immersive experience designed to give visitors unique insight into the multicultural dimensions of denim** and the broader fashion scene.
- **Brands present:** Roy Roger's Carrera Jeans, Fade out Label, Stripes Of-f Road, Anna Galaganenko, SPOT Jeans, Hen's Teeth, Ksenia Schneider, Madson, Afropicks, Manifattura Ceccarelli and Daily Blue by Adriano Goldschmied.
- **Fashion seminars** (program below)



INSPIRING EXPERT TALKS

A full program of fashion talks and seminars offering a global perspective on the denim industry and the season's trends, giving visitors all the keys they need to develop their future collections.

WEDNESDAY 5 JUNE

11:00AM - INAUGURATION OF THE TALKS PROGRAM

Florence Rousson, President of the Executive Board | Première Vision
François Bonet, Consul General of France in Milan | Ministry of Europe and Foreign Affairs

11:15AM - DENIM TITANS: DARING, MADNESS AND REVOLUTION!

Denim PV brings together four denim legends on the same stage

Jimmy Taverniti
Adriano Goldschmied
François Girbaud
Marithé Bachelier

Panel led by Marco Lucietti, Director of Strategic Projects / Sanko Holding ISKO Division

12:15PM – ASSESSING IMPACT AND TRANSFORMING DENIM THROUGH INNOVATION

Lara Pizzato, Principal Strategist, Material & Process Innovation / Quantis

2:30PM - DENIM FASHION SEMINAR: AUTUMN-WINTER 25-26 DENIM TRENDS

Lorenza Martello, Denim expert / Première Vision

4:30PM - HEY DENIM! WHAT'S UP?

TOP CHRONO! 4 exhibitors will each have 15 minutes to present their collection and know-how.
Cheryll Mühlen, Rédactrice en chef / J'N'C & TM TextilMitteilungen

THURSDAY 6 JUNE

11:00AM – HEY DENIM! WHAT'S UP?

TOP CHRONO! 4 designers will each have 15 minutes to present their collection and know-how.
Maria Cristina Pavarini, Senior Features Editor / The SPIN OFF

12:30PM – DENIM FASHION SEMINAR: AUTUMN-WINTER 25-26 DENIM TRENDS

Lorenza Martello, Denim expert / Première Vision

2:00PM – ARTIFICIAL INTELLIGENCE: THE TIP OF THE ICEBERG

Ben Hanson, Editor-in-Chief / The Interline

[More information about the talks](#)

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UPCOMING PREMIÈRE VISION EVENTS

Denim Première Vision

5 & 6 June 2024
Superstudio Più, Milan

Première Vision Paris

2 - 4 July 2024
Paris Nord - Villepinte

Première Vision New York

16 & 17 July 2024
Tribeca 360°, New York City

Denim Première Vision

4 & 5 December 2024
Superstudio Più, Milan

denim.premierevision.com



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The art & heart of fashion

