

THE FUTURE OF JEANSWEAR UNVEILED IN MILAN!

This 5 and 6 June, 2,037 visitors gathered at Superstudio Più in Milan for **Denim Première Vision** – the international event for denim industry professionals. Held under the **patronage of the City of Milan**, the event was hailed for its dynamic atmosphere, high-level offer and quality visitors, and was in particular marked by the presence of **Alessia Cappello** - Councilor for Economic Development and Labor Policies of the Municipality of Milan - and **François Bonet** - Consul General of France in Milan.

"I would like to express my sincere thanks to Alessia Cappello and François Bonet for their contribution to this edition's launch and for their inspiring words. Their presence illustrates the importance of the ties between France and Italy, the world's two leading fashion countries. I would also like to thank the exhibitors, whose commitment and creativity are the true pillars of Denim PV. Their constant new developments are what enable us to hold bi-annual denim events that so enrich the denim community," **said Florence Rousson, President of the Première Vision Executive Board.**



Florence Rousson - François Bonet



Alessia Cappello

In addition to a **full range of denim sourcing solutions** - including spinners, weavers, manufacturers, finishers, providers of promotional and technology services and makers of accessories and components - **visitors had the chance to:**

- Participate in a **conference program presented by renowned experts to encourage new thinking and approaches**, enrich the market, highlight innovations and propose solutions to the challenges facing the industry
- Explore **collections from young designers and rising talents** in the Denim Fashion District - [Learn more](#)
- Participate in **fashion seminars** for a full decoding of the AW2526 denim trends
- Enjoy **networking opportunities** during relaxed and enjoyable lunches, happy hours and special evenings
- Discover the **"Project Tomorrow" collection**, specially designed for the event, which was the fruit of a collaboration between the Première Vision fashion team and two of Milan's most prestigious fashion design institutions: NABA, Nuova Accademia di Belle Arti, and IED, Istituto Europeo di Design - [Learn more](#)

"This eight-month project represented a real challenge for the students. We had excellent results, with the development of 10 looks illustrating some key trends for AW2526: gray tones, toned-down blacks, deep browns, and green and purple accents. Quite special attention was paid to the fabrics, with full cuts and draping effects," said **Lorenza Martello, Denim Expert at Première Vision.**



KEY FIGURES FOR THIS EDITION

2,037 VISITORS

Heads of fashion and accessory brands, buyers, designers, production managers and more...

From 41 countries: Italy, France, Germany, UK, Japan, Spain, US, Portugal, Netherlands, Turkey, China ...

31 INTERNATIONAL HOSTED GUESTS

Investment program to strengthen key links within the industry and develop strategic partnerships

90 EXHIBITORS

*62% Denim Spinners and Weavers / 26% Garment Manufacturers and Finishers
5% Services and Technologies / 7% Accessory and Component Makers from
19 countries: Italy, Spain, Switzerland, Japan, Turkey...*

18 'a better way' EXHIBITORS

A program highlighting exhibitors' efforts and investments towards more sustainable fashion - a true competitive advantage launched at Denim PV this edition.

[Learn more](#)

2 FASHION SEMINARS: "AUTUMN-WINTER 25-26 DENIM TRENDS"

Presented by Lorenza Martello (Denim Expert – Première Vision)

5 CONFERENCES

3 Talks & 2 "Hey Denim, What's Up?" presentations

ESSENTIAL CONFERENCES

The Denim PV conferences were fully packed, giving visitors the chance to enjoy presentations by **renowned denim-industry figures** including Jimmy Taverniti, Adriano Goldschmied, François Girbaud, Marithé Bachellerie, Marco Lucietti and Lara Pizzato.

The talks covered a number of key themes. Discussions explored **the revolutionary and daring experiments of denim pioneers**, highlighting both the history, the present landscape, and **future innovations shaping the world of jeanswear**. Particular attention was paid to **sustainability and processing techniques**, underlining the importance of washing and dyeing methods, as well as strategies for managing the use of materials and product end-of-life to **reduce environmental impact**. Finally, **artificial intelligence (AI)** was presented as **the next major breakthrough** in workplace technology, offering strategic opportunities for both brands and suppliers. Discussions included a history of deep learning, current and future use of **generative AI in fashion**, and potential applications of **non-generative AI**, while addressing creative, legal, ethical and sustainability concerns.

“When we talk about denim, we’re talking about fashion. We all know that producing quality denim also means committing to sustainable production. The challenges are considerable, with numerous initiatives, new regulations and innovations. Fashion must be at the forefront of this transformation process. We must be at the forefront of these critical major changes. The global jeanswear market, which is expected to hit 80 billion dollars next year, has been one of the forerunners of the profound transformation of fashion in general, demonstrating its resilience, inventiveness and modernity,” noted **Florence Rousson, President of the Première Vision Executive Board.**

LOOKING BACK AT THE “AW2526 DENIM TRENDS” SEMINARS

A key information platform, the seminars **introduce upcoming denim trends and major manufacturing advances**, highlighting **the most innovative products from Denim PV exhibitors**.

These seminars offer a unique opportunity for participants to **deepen their knowledge and explore new industry perspectives**. Insightful input from Première Vision's fashion team adds depth to the visitor experience and encourages an **exchange of ideas**, leading to **new partnerships and business opportunities** in the aisles.

[Replay the A2526 Denim Trends seminar](#)

Denim Première Vision returns to Superstudio Più in Milan **next 4 and 5 December 2024 for the presentation of the Spring-Summer 26 Denim trends.**



BRANDS AT THE SHOW

7 FOR ALL MANKIND / ACNESTUDIOS / ALBERTA FERRETTI / ALBERTO / ALFRED DUNHILL
AMERICAN VINTAGE / AMIRI / ANGELS / ASPESI / ASOS / ATELIER GARDEUR / BENETTON
BERSHKA / BIGJOHN / BLUE BLANKET / BLUE FIRE / BLUE OF A KIND / BOTTEGA VENETA
BRIONI / BURBERRY / CALZEDONIA / CARRERA / CHANEL / CIGALA'S / CLOSED / COLIN'S
CONBIPEL / CORNELIANI / DAILY BLUE BY AG / DENIM SERVICE / DIESEL / DIOR
DIOR MEN / DOLCE & GABBANA / DONDUP / ETHICA / ESPRIT / FENDI / FERRARI / FG 1936
FREDDY / GANNI / GAUDÌ / GIADA / GIORGIO ARMANI / GIVENCHY / GOLDEN LADY / GUESS
HERMÈS / HERRLICHER / HESS NATUR / HUGO BOSS / IBER JEANS / IKKS / IMPERIAL
INDIGO 68 / INTERFASHION / JACQUEMUS / JC INDUSTRY / JECKERSON / JIL SANDER
KARL LAGERFELD / KERING / KOCCA / KRIZIA / KSENIA SCHNAIDER / LAURA PASTRELLO
LC WAIKIKI / LE TEMPS DES CERISES / LOUIS VUITTON / LPP / MAC JEANS / MANIFATTURA
CECCARELLI / MARELLA / MARKS & SPENCER / MARC CAIN / MARNI / MAX MARA
MIROGLIO / MIURA KENNARI / MONCLER / MOSCHINO / MSGM / NEW GUARDS GROUP
NORTH SAILS / NUDIE JEANS / OFF WHITE / OVS / PALM ANGELS / PAR.CO FASHION
PATRIZIA PEPE / PAUL SPA / PORTS 1961 / PRADA / RALPH LAUREN / REPLAY
ROY ROGER'S / S.OLIVER / SAINSBURY'S / SEJOUR MODEN / STAFF INTERNATIONAL
STELLA MCCARTNEY / STRADIVARIUS / SWINGER / TEDDY / THOM BROWNE / TOD'S
TRAMAROSSA / TWINS / VERSACE / VIVIENNE WESTWOOD / WE FASHION / WOOLRICH
PROJECT / YVES SAINT LAURENT / ZEGNA

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UPCOMING PREMIÈRE VISION EVENTS

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



PREMIÈREVISION
The art & heart of fashion

