

DENIM PREMIÈRE VISION – 34TH EDITION IMMERSION INTO THE SS26 COLLECTIONS

Denim Première Vision, a catalyst for denim innovations!



Back in Milan for the third consecutive edition, Denim PV will take place on December 4th and 5th at Superstudio Più, offering two days dedicated to **innovation, creativity, and trends**. **Honored by the patronage of the city of Milan**, the event will bring together key players from the denim industry, providing a **unique opportunity to meet experts from around the globe and discover the latest developments** and collections for the Spring-Summer 2026 season.

Weavers, component and accessory manufacturers, garment makers, washers, and finishers... At Denim PV, **71 exhibitors from 14 countries (Japan, Italy, France, Portugal, Switzerland, Turkey, etc.)** will come together to unveil their **Spring-Summer 26 collections**.

AN OFFER ORGANIZED BY SECTOR

63% - Spinners and Denim Weavers

27% - Garment Makers and Finishers

6% - Services and Technologies

4% - Accessories and Components Manufacturers

They will be there: ACM Dettagli di Moda, AK Denim, Akkus, Archroma, Asterias International, Berto Industria Tessile, Blue Jeans Lavanderie, Bluesign, Calik, Casati, Denim de L'Ile, Off-Line by Eurotessile, Destro, Outside Denim, Dynamo, DNM, Fasac, Fashion Art, Fashion Room Bookstore, Freedom Denim, Gommatex, Dynamo, Haseller, Indigo Textile, Isko, Isko Luxury by PG, Iskur, Japan Blue, Kassim, Kasiv, Kilim, Kipas, Kowa, Kuroki, M&J Group, Les Mains Bleues, MIC - Manifattura Italiana Cucirini... [About](#)

SPRING-SUMMER 26: DENIM TRENDS

Visitors will have the chance to enjoy a unique immersive experience at the heart of the Spring-Summer 26 denim trends at the fashion forum – a space dedicated to creative and innovative trends, as well as sustainable developments that will shape the season.

« A breath of fresh air, the SS26 season embodies a desire to break free from classic denim codes, embracing creativity and bold exploration of shapes and colors. The season stands out for its pursuit of freshness, where innovation and eco-responsibility come together to reinvent the denim of tomorrow. »

Julieta Mercerat, Denim Expert Première Vision.

The three key themes of the season:

1. Eco-responsibility at the heart of innovations

Sustainability is the cornerstone of the SS26 trends, with a strong focus on recyclability and circularity. Recycled denim takes center stage, reflecting a commitment to reducing environmental impact. Innovations also extend to colors, with an increasing use of natural pigments or those derived from recycled materials. New fibers and farming methods are emerging as alternatives or replacements for virgin or conventional cotton, such as linen, cellulosic fibers, or innovative blends that promote sustainable practices.

2. Silhouettes in motion: deconstruction and creativity

The SS26 silhouettes tell a story of distortion and dynamism. Deconstructed denim, with movement effects and sculptural volumes, redefines classic codes. Abundant, malleable fabrics lend themselves to wide, relaxed shapes, promoting a youthful and bold attitude. The search for comfort merges with a quest for uniqueness, with creative pieces that stand out from the usual standards. Details such as slits and fluid or melting effects add a contemporary and innovative touch.

3. A bold and textured color palette

Color emerges as a field of experimentation. More vibrant hues make their debut, accompanied by unique pattern play. Unlike traditional gradients, the prints feature blends of shades that intertwine in a one-of-a-kind way. Laser treatments, followed by specific washes, create imperfect yet textured finishes, adding depth and distinctive character to the pieces.

FOR A MORE SUSTAINABLE DENIM

In June 2024, Denim PV joined 'a better way,' the Première Vision initiative that highlights the efforts and investments of companies committed to more responsible fashion, aligned with the ever-evolving environmental regulations. This program supports brands in their sourcing strategies by promoting the most sustainable and environmentally friendly practices. 'a better way' acts as a catalyst for change, addressing the growing demands of both brands and consumers who are increasingly conscious of the origin and impact of raw materials. [About](#)

WHEN EXPERTS SHARE THEIR VISIONS

A comprehensive overview of the denim industry and seasonal trends through a conference program designed to inspire visitors and fuel their future collections.

NEW! A selection of exhibitors will showcase their latest technological advancements, and eco-responsible initiatives live on stage, revealing their visions for the jeans of tomorrow. Don't miss the exclusive **Pitches** that will take place in the **Daylight Room**.

WEDNESDAY, DECEMBER 4TH

11:00 AM - Denim Trends Seminar: Spring-Summer 26 Denim Trends

Julietta Mercerat, Denim Expert, Première Vision

Pitch 11:30 AM – Maison Haseller

Eric Faranghi, Creative Director, Maison Haseller

Pitch 12:00 PM – ORTA presents the future of denim with BIOAWAKE

Sebla Onde, Marketing & Sustainability Manager, Orta

2:00 PM – Middle East: Sociocultural Perspectives and Fashion Market Entry Strategies

Alberto Rossi, General Manager, Blue Jeans Lavanderie

Pitch 2:30 PM – Craftsmanship, Technology, and Responsible Washing, Made in Italy

Alberto Rossi, General Manager, Blue Jeans Lavanderie

3:15 PM – Casual Turbulence

Dolev Elron, Grand Prix du Jury Première Vision, Hyères Festival 2024

Pitch 3:30 PM – Highlight of the SS26 Collection

Stefano Dotto, Product Design Manager, Sharabati

Pitch 4:00 PM – Woven Wisdom: "The Sustainable Future of Fashion"

Shahrukh Feroz, Head of Business & Product Development, Indigo Textile

Pitch 4:30 PM – Zero PP

Andrea Venier, Managing Director, Officina +39

Pitch 5:00 PM – A Holistic Approach to Sustainability in Denim

Marco Volpi, CRM Manager, Bluesign

THURSDAY, DECEMBER 5TH

Pitch 11:00 AM – Zero Waste and 3D Jacquard Weaving – Future or Myth?

Mohshin Sajid, Creative Director, Endrime Denim Consultancy

Pitch 12:00 PM – Denim & Couture

Maria Cristina Pavarini, Senior Features Editor

Christian Reca, Designer & Chief of Marketing and Merchandising, Pioneer Denim

Pitch 12:30 PM – We Trust in God, All Others Must Bring Data

Yeo Kim, Artistic Director & Jean-Baptiste Legouge, Director, Les Mains Bleues

2:00 PM - Denim Fashion Seminar: Spring-Summer 26 Denim Trends

Julieta Mercerat, Denim Expert, Première Vision

2:30 PM – The Sustainable Washing Recipe to Follow

Giuseppe Giallombardo, Export Manager & Samuele Sansoni, R&D Manager, Montega

3:00 PM – How Women Revolutionized Fashion Trends

Salvatore Amura, CEO, Valore Italia

Elisabetta Boanini, Coordinator of the Department of Textile, Leather, Materials, Artifacts, Botticino Restoration School

Marina Nelli, Textile Company Consultant and Academic Lecturer

Chiara Rostagno, Deputy Director General, Pinacoteca di Brera – Braidense National Library

ALSO TO DISCOVER AT DENIM PV:

- **Denim Fashion District - 6th edition:** Collections from over 20 emerging brands, upcycling labels, and established designers will be showcased in a space dedicated to responsible and innovative fashion. Featured brands include Adriano Goldschmied, Fade Out Label, 8igb, Maurizio Massimino, Kelly Konings, and more.
- **Workshops:** educational sessions on weaving, natural dyes, and textile plants.

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ABOUT THE GL EVENTS FASHION DIVISION

With 19 shows and events a year, the Fashion Division of GL events encompasses the Première Vision, Tranoï and Fashion Source shows. Its goal is to develop a unique hub of events and services to meet the new challenges of the fashion market in France and abroad. The Fashion Division is at the heart of the creative industry, providing a platform for dialogue and debate for all creative industry players.

UPCOMING EVENTS IN THE GL EVENTS FASHION DIVISION

2024

Denim Première Vision

4-5 December

Blossom Première Vision

11-12 December

2025

Première Vision New York

14-15 January

Tranoï Men

23 January

Première Vision Paris

11-13 February

Tranoï Women

6-9 March

Tranoï Tokyo

18-19 March

Made in France Première Vision

2-3 April

Denim Première Vision

21-22 May

Tranoï Men

June

Blossom Première Vision

4-5 June

Première Vision New York

15-16 July

Tranoï Tokyo

3-4 September

Première Vision Paris

16-18 September

Tranoï Women

2-5 October

Denim Première Vision

Autumn

Blossom Première Vision

Autumn

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