

**RESULTS | DENIM PV: THE EVENT THAT THRILLS THE JEANSWEAR INDUSTRY***Denim Première Vision, a catalyst for Denim Innovations!*

On December 4th and 5th at Superstudio Più in Milan, 2,610 visitors gathered for **Denim Première Vision** - the international meeting place for denim industry professionals - for two days dedicated to **innovation, creativity, and trends**. **Under the patronage of the City of Milan**, the event brought together key players in the denim industry, **offering fashion brands the opportunity to meet experts from around the globe** and discover the latest innovations and collections for the Spring-Summer 26 season. The event was praised for its **vibrant atmosphere, high-quality offer and attendees**.

*“Denim is evolving with unique versatility, spanning from casual to sophisticated, and is more than ever establishing itself as a cornerstone of the luxury sector. Today, it reflects the overarching aspirations of our entire industry: combining excellence, sustainability, and innovation. This edition of Denim Première Vision embodied an exceptional collective energy, with a resolutely forward-looking spirit. In a global context marked by uncertainty, the success of this event highlights our industry’s strong determination to maintain its momentum of collaboration and innovation. Attendance met expectations, both in terms of volume and the remarkable diversity of profiles. Denim Première Vision will return on May 21-22, 2025, for the Fall-Winter 26-27 Denim season.”* **said Florence Rousson, President of the Première Vision Management Board.**

## A LOOK INTO THE FUTURE OF DENIM AND SUSTAINABLE FASHION

**The conferences were packed to capacity.** Talks (led by industry experts) and Pitches (a new format allowing exhibitors to present their latest technological innovations and sustainable initiatives on stage) provided **a real space for dialogue**, fostering reflection, idea-sharing, solution-finding, and shaping the future of denim. Here, innovation, sustainability, and collective intelligence come together to address the challenges of tomorrow.

Visitors had the opportunity to explore key themes shaping the future of denim and sustainable fashion. On stage, experts highlighted the importance of innovation in transformation processes, particularly in washing, dyeing, and sustainable material management. The presentation of BIOAWAKE by Orta showcased the future of eco-friendly denim, demonstrating **how companies are integrating sustainability into their production strategies.**

Craftsmanship and technology were also central to the discussions, with a particular focus on **Made in Italy** and **sustainable washing practices** highlighted by Blue Jeans Lavanderie. Emphasis was placed on **the importance of combining traditional expertise with technological innovations to reduce environmental impact** while maintaining product quality. Andrea Venier's presentation on the "Zero PP" concept provided valuable insights into **new approaches for eliminating plastics** in denim production. Amy Leverton, founder of Denim Dudes, explored topics ranging from pop culture to protest movements, demonstrating how every meme, movement, and mindset **will shape the design, manufacturing, and marketing of jeans by 2026.**

Finally, **the sociocultural challenges of the Middle Eastern market were explored**, highlighting market entry strategies and growth prospects for denim and fashion in this rapidly transforming region. The **role of women in the revolution of fashion trends** was also a key discussion, emphasizing the growing impact of female figures in the redefinition of stylistic and social codes.

In addition to the particularly rich conference program, **fashion seminars** led by denim expert **Julieta Mercerat** highlighted denim trends for the Spring-Summer 26 season, offering a preview of upcoming stylistic and technical developments. These essential educational platforms showcased **major advancements in manufacturing, highlighting the most innovative products** from Denim PV exhibitors. The event offers **practical solutions**, allowing visitors and brands to access the best products and the most innovative developments, while addressing the challenges of a constantly evolving market. These seminars provide a unique opportunity to share knowledge, **explore new perspectives**, stimulate idea exchanges, and foster the creation of partnerships and business opportunities in the event's aisles.

In addition to the **exhibitors' offer** (including spinners and weavers, manufacturers and finishers, promotion and technology services, accessory and component makers), **conferences, fashion seminars**, and the **fashion forum**, visitors had the opportunity to:

- Explore collections from emerging denim designers and talents within the **Denim Fashion District** – [Learn more](#)
- Participate in **workshops** and explore **exhibitions** – [Learn more](#)

### KEY FIGURES OF THIS EDITION

#### 2.610 VISITORS

*Fashion and accessory brand leaders, buyers, stylists, designers, production managers...  
From: Italy, France, Germany, United Kingdom, Spain, USA, Netherlands, Switzerland, Turkey, China, and more.*

#### 71 EXHIBITORS

*63% Denim Spinners and Weavers / 27% Manufacturers and Finishers  
6% Services and Technologies / 4% Accessory and Component Manufacturers  
From 14 countries: Japan, Italy, France, Portugal, Switzerland, Turkey, and more.*

#### 15 INTERNATIONAL HOSTED GUESTS

*Investment program to strengthen key industry connections and develop strategic partnerships.*

#### 2 FASHION SEMINARS « SPRING-SUMMER 26 »

*Led by Julieta Mercerat (Denim Expert – Première Vision)*

#### 23 CONFERENCES (29 speakers)

*7 Talks (9 speakers) & 16 Pitches (20 speakers)*

## THESE BRANDS WERE PRESENT

ANGELS JEANS / BELLEROSE / BERSHKA / BLUE DE GENES / BLUE OF A KIND  
BOTTEGA VENETA / BRAVE KID / CALZEDONIA / CANALI / CHLOÉ / CIGALAS  
CITIZENS OF HUMANITY / CLOSED / COLIN'S / CORNELIANI / COUNTY OF MILAN  
DEDIMAX / DENIM SERVICE / DIESEL / DIOR / DOLCE & GABBANA / DONDUP  
DS 55 / ENTRE AMIS / ERMENEGILDO ZEGNA / FERRARI / FRACOMINA / G-STAR  
GANG / GAS MILANO 1984 / GIADA / GIORGIO ARMANI / GUESS / H.EICH / HEN'S  
TEETH / HERRLICHER / HESS NATUR / HUGO BOSS / IBER JEANS / IDEAL BLUE  
IKKS / IMPERIAL / INDITEX / INTERFASHION / IRO / JACOB COHEN / JC INDUSTRY  
JECKERSON / JIL SANDER / JOHN LEWIS / KERING / KOCCA / LEVI'S / LIBERO  
LOUIS VUITTON / MARELLA / MASSIMO DUTTI / MAX MARA / MINICONF  
MIROGLIO / MISSONI / MONCLER / MOORER / NIGEL CABOURN / NUDIE JEANS  
NYKY / OFF WHITE / OVS / PALM ANGELS / PRADA / REPLAY / RETHREAD DENIM  
RICK OWENS / S.OLIVER / SCALPERS / SINV / STELLA MCCARTNEY  
STRADIVARIUS / TEDDY / UNLIMITED / VERSACE / VIVIENNE WESTWOOD

## **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**

#### **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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*The art & heart of fashion*

