

**JULY 5>9, 2021**

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THE RESPONSIBLE DENIM FASHION EVENT

**DIGITAL DENIM WEEK**

# THE 2ND EDITION OF THE DIGITAL DENIM WEEK BY DENIM PREMIÈRE VISION: JULY 5 TO 9, 2021

Last November, Denim Première Vision inaugurated a new event format: the DIGITAL DENIM WEEK.

For the Autumn Winter 22-23 season, the teams have decided to renew the successful experience of the first edition (5,012 unique visitors, 8,000+ product sheets consulted, 1,499 participants in the Digital Talks) with an entirely digital event that will fully take over for the physical edition of the show, initially scheduled for May 25 & 26 in Milan.

Taking place entirely online on the Première Vision website ([www.premierevision.com](http://www.premierevision.com)) - a single website now incorporating all the shows and the Marketplace - Denim Première Vision proposes a week-long event, from July 5 to 9, to discover its exhibitors' new collection materials and latest product developments for Autumn Winter 22-23.

The DIGITAL DENIM WEEK is also a dive into the heart of the season's decodings - including trends, products and materials - with targeted discussions by select key players and experts, as well as a program of conferences and masterclasses to address the industry's new challenges.

## FABIO ADAMI DALLA VAL,

SHOW MANAGER OF DENIM PREMIÈRE VISION :

*«This is a historic time. Like any period of upheaval, it gives us a chance to reflect on our values and reinvent ourselves. It's already offering our industry new opportunities, though we might not yet be fully aware of them, or able to identify them.*

*It's rare to be given the opportunity to experience such watershed moments, and not every past generation has had such a chance. Right now we have the opportunity to dream, plan and implement the world we want for ourselves and for generations to come. We are privileged to be at the center of the fashion of the future. We can imagine and create it together, to make it more inclusive, equal, clean, ethical and coherent.*

*In October, we will finally have the chance to meet again. We're so impatient for that moment - it will surely be a joyful celebration! In the meantime, during the Digital Denim Week, we are happy to be able to meet virtually, to work together, in a creative business environment designed to help us develop ambitious goals.»*

## **THE PREMIÈRE VISION MARKETPLACE AT THE HEART OF THE DIGITAL SYSTEM**

With the launch of its Marketplace in 2018, Première Vision was among the very first in the industry to invest in digital technology to provide international markets with online services in complement to its physical events, and provide concrete solutions addressing brands' sourcing needs and the challenges faced by exhibitors in terms of their collection visibility and promotion on a global scale. Denim Première Vision exhibitors joined the Marketplace boutiques in May 2019. Since the beginning of the health crisis, they have enjoyed freely updated online collections, with no limit on the quantity of products presented, nor any constraints in terms of commitment or duration. The Première Vision Marketplace is now accessible directly via the single website: [www.premierevision.com](http://www.premierevision.com).

The DIGITAL DENIM WEEK is a meeting place for the international denim community, with:

- ▶ **The material collections, know-hows and latest technological and creative innovations proposed for Autumn Winter 22-23 by a selection of leading companies among the most innovative in the global creative-denim industry:** weavers, garment makers/laundries/finishers, accessory makers and technology developers, from Italy, Turkey, Spain, Pakistan, India, Tunisia, Bangladesh, United Arab Emirates and more. **An international offer, found on the Première Vision Marketplace, with a more efficient interactive digital catalog to facilitate both product presentation and buyers' sourcing:**
  - *For exhibitors:* quick and easy on-line uploading of their collections and materials to their e-shops, without any limit to the number of products, and the ability to create private catalogs for special customers.
  - *For buyers:* the ability to easily select, pin, sample and order products .
- ▶ **Expanded and optimized functions and features to boost networking through the Première Vision Marketplace,** to help fashion brands and suppliers strengthen their interactions, discussions and business:
  - More efficient customer/supplier link-up tools to improve direct contact and remote business interactions, including the **launch of video conferencing appointments via the video-call features of WhatsApp and Facebook Messenger, to personalize meetings and make it easy to present material collections.**
  - **More immersive multimedia company profiles** to energize the presentation of each exhibitor's business activity, with information about the company - contacts, know-hows, specificities, etc. - illustrated by images, texts or videos, and the ability to highlight specific product information via photos or videos.

► **Inspiration and creation:**

- *Exclusive fashion decodings* and comprehensive fashion information all available online, to inspire, guide and assist in the design of the Autumn Winter 22-23 denim collections.
- *Inspiring fashion webinar* from Première Vision's fashion team for an inspiring understanding of the season's trends, which this Autumn Winter 22-23 season revolve around a 'Great North' theme.
- *Special: denim 'Live Sourcing'*: live on the show's social media, Manon Mangin, denim product manager for the Première Vision fashion team, will go live to present a selection of products best echoing the season's fashion trends. She will be answering questions live as well.

► **A program of presentations to watch online on the Denim Première Vision website:**

- **Two Smart Talks on the challenges facing the industry in terms of sustainable development**, led by Giusy Bettoni, sustainable development consultant for Première Vision.

► **E-MOTION IN-MOTION:** A mini fashion series with 4 video episodes produced by Denim Première Vision and FLMRS Studios to dive into the denim ecosystem and discover fashion places where you can find inspiration through the eyes of 4 designers in Paris, Amsterdam, Berlin & Florence.

► **Exhibitors will present their latest developments for the season.**

→ [See full program hereafter.](#)

## **DIGITAL DENIM WEEK PROGRAM**

All talks, seminars and movies are available on the show's website.

► **THE DENIM AW 22-23 FASHION SEMINARS**

- **Tuesday 6 July at 11 am & Thursday 8 July at 2 pm :**

The fashion seminar presented by the Première Vision team to discover all the autumn winter 22-23 season's trends, new products and ecological advances, with a decoding of yarns, materials, accessories and finished products. A seminar illustrated with products from our exhibitors' collections.

→ *Hosted by Manon Mangin, Head of Fashion Products at Première Vision - (30 min)*

► **DENIM SPECIAL 'LIVE SOURCING'**

- **Monday 5 July at 2 pm :**

Live on the show's social media, Manon Mangin, denim product manager for the Première Vision fashion team, will go live to present a selection of products best echoing the season's fashion trends. She will be answering questions live as well..

## ► E-MOTION IN-MOTION

A mini fashion series with 4 video episodes produced by Denim Première Vision and FLMRS Studios to dive into the denim ecosystem and discover fashion places where you can find inspiration through the eyes of 4 designers in Paris, Amsterdam, Berlin & Florence..

- **Episode 1 : Paris - Earl Pickens**

**Monday 5 July at 12 pm**

→ *Speaker: Earl Pickens, Collection Director - Von Dutch.*

In the first episode, we'll discover an unexpected Paris with Earl. He will guide us on a journey through his work and his inspiring hotspots.

- **Episode 2 : Amsterdam - Jonathan Christopher**

**Tuesday 6 July at 12 pm**

→ *Speaker: Jonathan Christopher, Owner Jonathan Christopher Homme & Creative design director / Chef d'Atelier ST.APE - (20 min)*

Pure fantasy for the second episode, where Jonathan will be our master of denim and help us discover a different Amsterdam, and all the novelties of the seasons to come.

- **Episode 3 : Berlin - Andrea Bonfini**

**Wednesday 7 July at 12 pm**

→ *Speaker: Andrea Bonfini, Art Director - FADE OUT Label - (20 min)*

May 2022 is slated to be our Berlin moment. For this journey, we'll ride with Andrea from one side to the other, trying to imagine a new, responsible approach to fashion and lifestyles.

- **Episode 4 : Florence - Andrea Grossi**

**Thursday 8 July at 12 pm**

→ *Speaker: Andrea Grossi, Designer - Andrea Grossi - (20 min)*

There is a symbiotic relationship between Italy and Denim. Let's discover how a designer is born, how he creates his dreams and where he finds his own inspiration.

## ► SMART TALK 1 : FASHION, WHAT'S NEXT?

- **Wednesday 7 July at 2 pm**

→ *Host: Giusy Bettoni, CEO & Founder of C.L.A.S.S. (Creativity Lifestyle And Sustainable Synergy) - Speakers: Carlo Capasa, President of the Camera Nazionale della Moda Italiana / Pascal Morand, Executive President of the Fédération de la Haute Couture et de la Mode - (30 min)*

Fashion will emerge from its current state very different from how it looked in 2020. Today's consumer is looking for a new generation of values where health, ethics, transparency regarding company behavior and environmental impact are key. Opportunities are also emerging and the European textile system is fully prepared to face a new era where responsible innovation and a circular economy approach are core values. Spearheading this forward-looking era of change are two industry pillars: Carlo Capasa, President of the Camera Nazionale della Moda Italiana (the Italian Chamber of Fashion), and Pascal Morand, Executive President of the Fédération de la Haute Couture et de la Mode.

► **SMARTTALK 2 : BANKERS, INVESTORS AND CONSUMERS TELL BRANDS: "GO GREEN OR GO HOME".**

• **Thursday 8 July at 11 am**

→ *Host: Giusy Bettoni, CEO & Founder of C.L.A.S.S. (Creativity Lifestyle And Sustainable Synergy)*

*Speaker: Sébastien Thevoux-Chabuel, Head of ESG - (30 min)*

"Fashion and luxury brands are under pressure from investors and consumers alike to ramp up their sustainability efforts, or risk damaging their value and reputation." So began a May 5th article in WWD article by Samantha Conti, who noted that, "Fashion's finances are turning green but unlike a seasonal Pantone palette, the color – in all its earthy tones – is here to stay." In terms of sustainability and circular economy, we have been through a new generation of materials, a new generation of consumer, new business models, new generations of design... is it now the turn of a new generation of invest.

## **THE GREAT NORTH AT THE HEART OF THE AUTUMN WINTER 22-23 DENIM FASHION SEASON**

**The Autumn Winter 22-23 denim season plunges us into the Great North** - a wild, bracing and luminous Nordic universe. A voyage tuned into nature, a sustainable and energizing environment for ever richer creative imaginings. An invigorating season that paints our desires and needs in white. Not white like a blank page, but as a way to rethink our horizons, find our inspiration, give a more 360° vision to our designs and production methods.



The cohesiveness of the denim industry is stronger than ever, with constantly evolving co-creations. Products are refocused on the quality of materials and the choice of fibers, and collections are recentering on sustainable and unique products. There's growing research into revisited simplicity, primary utility and heightened eco-responsibility. This last is reflected in ever-more circular economies, technological advances in yarns and finishes, and natural dyes.

A season that takes shape in a wintry stroll through snowy landscapes, a contemplation of frozen nature, and nocturnal escapades underneath the starry skies.

**Five main themes for the season:**

- Blue ice floe
- Polar light
- Frozen decoration
- Polar furs
- Starry night

## ONE SINGLE DIGITAL PLATFORM

Whereas last November the digital show was hosted on both the Denim Première Vision website (fashion content, news, catalog...) and the Marketplace (offer, product content), starting with this edition, it will be fully incorporated on one single platform: [www.premierevision.com](http://www.premierevision.com). To join the DIGITAL DENIM WEEK, just go to [the show page](#).

In 2021, for greater clarity and efficiency, Première Vision is bringing together its various French and international shows, as well as the Marketplace, on a single website, in an effort to:

- ▶ Simplify understanding of the global offer of its events
- ▶ Streamline and improve the visitor experience
- ▶ Optimize the value of the exhibitors' offer
- ▶ Enable more effective communication
- ▶ Develop new features and services to speed both the digitization and humanization of e-commerce.

→ *The new platform will be progressively integrating the various events in 3 stages: in February, in July and at the end of 2021.*



Photo Markus Nass

## HYBRID, PHYSICAL & DIGITAL MEETINGS FOR 2021 AND 2022

In order to allow the industry to get organized, and because the prospect of meetings and exchanges between buyers and suppliers at physical trade shows is essential for the sector, Denim Première Vision is committed to organizing both physical and digital meetings for its next two editions at the end of 2021 and beginning of 2022:

**In Milan on October 13 & 14, 2021 at Supersudio Più,  
to find the denim developments of spring summer 23.**

**In Berlin on May 17 & 18, 2022 at the Arena Berlin,  
to discover the Fall Winter 23-24 collections.**

Because the digitalization of the sector is accelerating, and in order to bring an offer and services to the greatest number of players in the global denim industry, each of the events will be complemented by a complementary week-long digital rendezvous on the Première Vision Marketplace: the DIGITAL DENIM WEEK.

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