

DENIM

PREMIÈREVISION

OCT. 13 & 14, 2021
SUPERSTUDIO PIÙ, MILANO

+ DIGITAL DENIM WEEK

PRESS REPORT

22 OCTOBER 2021

DENIM PREMIÈRE VISION CONFIRMS THE SECTOR'S BUOYANT RECOVERY WITH A HYBRID, DYNAMIC AND INSPIRING EVENT



Photo Nicola Cordi

Last week, after two years of Digital Denim Weeks, Denim Première Vision held its first hybrid event, which included:

- The return of a physical, eco-designed show at **Superstudio Più in Milan, October 13 and 14** (organized in full compliance with existing health regulations).
- A **Digital Denim Week from October 11 to 15** on the www.premierevision.com website which brought together a program of digital events and the Première Vision Marketplace offer.

After several seasons marked by constraints, the joy in reuniting, the thirst for inspiration and the need to share ideas with key partners to build the new spring-summer 23 collections all helped the hybrid Denim Première Vision show bring together some **3,750 visitors, 57% of whom were Italian and 43% of whom were international, primarily European (from France, the UK, Spain) as well as Turkish and American.**

In a positive, buoyant and business-oriented atmosphere, Denim Première Vision welcomed - both online and at the show - a visitorship comprised of designers, order writers and decision-makers, distinguished by their high-quality positioning: fashion and luxury brands, retailers, jeanswear pure players and web players.

DENIM PREMIÈRE VISION IN FIGURES

- **3,749 international visitors, including 1,226 buyers**, attended the physical show
- **65,500 page-views** during Digital Denim Week
- **3,065 product sheets** consulted
- **450+ participants** at the Digital Talks

VISITORS INCLUDED...

7 FOR ALL MANKIND / ALEXANDER MCQUEEN / AMERICAN EAGLE /
AND OTHER STORIES / ARCADIA / ASOS / BALENCIAGA / BENETTON
/ BONPOINT / BROOKS BROTHERS / CELIO / CHANEL / CHLOE /
COS / COTELAC / DIESEL / DOLCE & GABBANA / DONDUP JEANS /
ERMANNNO SCERVINO / ERMENEGILDO ZEGNA / ESPRIT / GIANNI
VERSACE / GIORGIO ARMANI / GROUPE BEAUMANOIR / GUCCI /
GUESS / HUGO BOSS / INDITEX / JACK&JONES / KERING / KIABI /
KOCCA / LANVIN / LC WAIKIKI / LEE COOPER / MAISON BALZAC /
MAJE / MARINA RINALDI / MAX MARA / PAUL SMITH / PEPE JEANS
/ PROMOD / PULL&BEAR / RALPH LAUREN / SANDRO / SISLEY /
STELLA MCCARTNEY / STRADIVARIUS / TEDDY / TOMMY HILFIGER /
VALENTINO / VERSACE / VICTORIA BECKHAM

KEY HIGHLIGHTS FROM THIS NEW HYBRID EDITION:

- **A SELECTIVE OFFER AND THE LATEST DEVELOPMENTS FROM 50 LEADING COMPANIES** found online on the Première Vision Marketplace and in person at the show. These include weavers, fashion manufacturers/laundries/finishers, accessory makers and technology developers from Italy, France, Spain, Turkey, Japan, Morocco, Pakistan, Egypt and China, among others.



- **NETWORKING, WITH PRIMARILY BUSINESS MEETINGS BETWEEN BUYERS AND SUPPLIERS,** at the show's always-full stands, and also online, thanks to the optimized services and tools of the Première Vision Marketplace.



Photo Nicola Cordi

- **INSPIRATION AND TRENDS** for spring summer 23 denims:
 - **The Trends Agora**: an inspiring and informative space in the heart of the show to soak up the season, discover the key products from Denim Première Vision's exhibitors through fabric samples, finished products and accessories.

See our report, **[DENIM FASHION HIGHLIGHTS](#)**,
for more information about the SS 23 trends.

- **Informative in-person and online fashion seminars, led by Manon Mangin, Denim Product Head at Première Vision and widely applauded for their incisive content :**
 - **A daily fashion seminar** to decode the season's inspiration, designed as a guided visit through the products and materials found in the Trends Agora.
 - **2 complementary online fashion Digital Talks** to understand **the spring summer 23 influences**, and discover the season's key products in direct via **a Denim Live Sourcing session** from the Trends Agora.
- **THE ENGAGEMENT OF DENIM PREMIÈRE VISION AND ITS EXHIBITORS TO SUPPORT THE SECTOR'S SUSTAINABLE TRANSFORMATION** and to propose product developments and services on the cutting edge of eco-friendly issues.
 - **Innovations presented at the show** in the Trends Agora, and online in the Marketplace and via specific articles found on the website www.premierevision.com
 - **2 Smart Denim Digital Talks** to take stock of the industry eco-friendly advances and innovations in terms of sustainable materials (**now available for [replay on the Première Vision website](#)**).
 - **1 Workshop during the show dedicated to sustainable dyeing processes** presented by Tintes Egara in collaboration with Emina Batik.
- **THE CITY OF MILAN**: an international city undergoing a remarkable transformation, and one of Europe's most dynamic hotspots.

SAVE THE DATE

AFTER MILAN,
DENIM PREMIÈRE VISION HEADS TO

THE ARENA BERLIN MAY 17 & 18, 2022

A HYBRID EVENT
INCLUDING

AN ONLINE DIGITAL DENIM WEEK
FROM MAY 16 TO 20

Discover all the photos from the latest edition along with the spring summer 23 trends report in [our online press section](#).

[Conference replays](#) and [news reports](#)

from the show can be found in the Denim Première Vision subhead of the Première Vision website.

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