



DENIM

MAY 17 & 18, 2022
ARENA BERLIN

+ DIGITAL DENIM WEEK

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PRESS RELEASE

4 MAY 2022

DENIM PREMIÈRE VISION INAUGURATES ITS 1ST BERLIN SHOW WITH A STRENGTHENED OFFER AND A NEW AND INSPIRING PROGRAMME

This 17 and 18 May, Denim Première Vision will be setting down in Berlin. After two years of online events organised in the framework of Digital Denim Weeks, and a first physical show in Milan last October, the show for denim experts will be alighting for the first time in the German capital.

Dynamic, cosmopolitan, Berlin boasts a unique artistic richness and cultural diversity. A city at once historical, contemporary and avant-garde, it's a perfect location to bring together and inspire the international denim community.

With a strengthened offer of more than 80 exhibitors, a new programme of physical and digital talks, and a fashion trend space and seminars, this upcoming edition will be the first on the calendar to unveil the creative developments and technical and technological innovations of the autumn-winter 23-24 denim season. It will assist industry professionals create their future collections thanks to a hybrid event comprising two simultaneous and synergistic events:

- **A physical show at the Arena Berlin on 17 & 18 May** (organised in compliance with current health requirements).
- **A Digital Denim Week on www.premierevision.com from 16 to 20 May** bringing together a programme of digital events and the offer from the Première Vision Marketplace.

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 a unified website: www.premierevision.com.

ON THE PROGRAMME AT DENIM PREMIÈRE VISION :

- **The selective offer and latest developments of more than 80 leading** to be found online on the Première Vision Marketplace (found on the www.premierevision.com website) and in person at the show.
 - **All the activity sectors in the supply chain:** spinners, weavers, fashion manufacturers/laundries/finishers, accessory makers and technology developers.
 - **An international offer from Italy, Germany, Japan, Turkey, Morocco, Tunisia, Pakistan, China, India and Bangladesh.**
 - **The broadest, most comprehensive offer from the creative and innovative denim industry:** taken together, the exhibitors at the show represent a total production capacity of 1.5 billion metres of denim fabric.

Among the leading industry exhibitors at the show:

ADVANCE DENIM, AKKUS TEKSTIL, AZGARD9, BERTO INDUSTRIA TESSILE, BOSSA, CADICA GROUP, CALIK, FEC*SERILABEL DI FACCHINETTI, ISKO, ISKO LUXURY BY PG, ISKUR DENIM, ISLAND DENIM, KASSIM, KILIM, KOMET METAL, KURABO, KUROKI, MARITAS, NAVEENA, NDL, ORTA, PACIFIC JEANS, PANAMA TRIMMINGS, POLSAN BUTTON, PROSPERITY TEXTILE, RAJBY, SHARABATI DENIM, SOORTY... **And many more!**

[See the full list here](#)

- **Opportunities for buyers and suppliers to meet and exchange ideas** at the show's stands and networking spaces.
- **An online platform with optimised services and functions to boost networking on the Première Vision Marketplace:**
 - **Efficient customer/supplier networking tools** to facilitate direct contact and commercial transactions at a distance: video conferencing meetings via the video call functionalities of WhatsApp and Facebook Messenger to personalise meetings and facilitate the presentation of material collections. .
 - **An interactive digital catalogue and immersive multimedia company profiles** to energize the presentation of exhibitors' business activities, with company information - contacts, know-hows, specificities, etc. - illustrated with pictures, texts or videos, and the ability to highlight specific product information via photos or videos.
- **An inspiring fashion space at the show, the Trends Agora, physical and online fashion seminars, and exclusive online trend decodings**, to inspire and guide buyers and creatives in designing their autumn winter 23-24 denim collections.
 - **A Denim Season Seminar (at the show and online)** to fully understand the autumn winter 23-24 denim season.
 - **A digital Live Sourcing (online)** presented from the Trends Agora to zero in on the season's key themes.
 - **4 Exhibitor Live Sourcings (online)** presenting exhibitors' collections and latest innovations live from their stands.
 - **A conference presented by the German Fashion Council** on a study about the German fashion footprint.

- **A programme of conferences and talks addressing the industry's major issues:**
(A detailed programme is found on the following pages)
 - **2 Digital Denim Smart Talks to review the sector's ecological progress and innovations in terms of sustainable materials;**
 - **A Season Smart Talk** presenting new eco-responsible denim developments
 - **A Traceability Smart Talk** to discover the traceable-production solutions offered by the show's exhibitors
 - **A new conference in partnership with TextilWirtschaft magazine**, which will bring together weaver **Naveena Denim Ltd (NDL)**, a show exhibitor, and famed brand **Tom Tailor**, from Hamburg, Germany, to discuss their latest joint product: a denim made from hemp.
- **New! PV DENIM * FASHION DISTRICT:** Denim Première Vision puts creation at the heart of the show by showcasing a select group of 10 brands and designers presenting pieces they developed together with show exhibitors, pieces which will be included in their collections for next season.
- **« Circular Exploration: recipe for change » by Cocircular Lab and Officina+39:** Founded by Adriana Galijasevic in November 2020, Cocircular Lab provides innovative solutions combining design, research, cutting-edge technology and collaboration between actors in the fashion industry to imagine and develop a more circular production. This edition of Denim Première Vision, Cocircular Lab will present its new project developed in collaboration with the Italian dyer/washer/finisher Officina+39 : "Circular Exploration: Recipe for change". This collaborative and educational project works on using textile waste as a resource for new dyes. The idea? prolonging the life of the garment through color. At the show, a silhouette made in collaboration with well-known brands and using the dyes from this project will be showcased on a dedicated space.
- **Denim PV Party x NDL:** A can't-miss event, organised in partnership with denim maker Naveena Denim (NDL), to celebrate denim and its community! A chance for everyone to come together on the evening of the show's opening in the lush gardens of the Arena Berlin. Join us from 6.30pm on the banks of the river for a Sunset Party to watch the sun set over the city to the sounds of jazzy music while sipping a glass of wine and sampling delicious Italian specialities.



I. WELCOME TO THE AUTUMN WINTER 23-24 DENIM SEASON

This autumn winter 23-24 season, denim embraces the beauty of the journey, reinventing its steps for a fresh new image. It upholds sustainable prerequisites founded in transparent production processes and the importance of traceability.

Past creations are not forgotten, but celebrated and transformed: recycling second-hand pieces, drawing materials from local recycling circuits, upcycling surplus textiles.

That which is damaged takes on a new beauty as it deteriorates, and doesn't always need to be replaced: everything changes, nothing is to be discarded.

Constant evolutions and perpetual movement lend denim a new multi-faceted and chameleon-like status. Surprise - creative and visual - is the watchword of the season. Nothing is ever what it seems, everything can become something else if it is transformed.



1. THE TRENDS AGORA: INSPIRATION & INFORMATION AT THE HEART OF THE SHOW

The Autumn Winter 23-24 fashion area emerges as a hybrid space, a concentration of all the season's fashion information. A space to dive into the season, to discover exhibitors' key products through a selection of fabric samples, finished products and accessories. A multi-faceted space hosting the fashion seminar, the Live Sourcing sessions, and conference replays, and forging a relay with the Digital Denim Week, held online (on the Première Vision site) from 16 to 20 May, with exclusive video content focusing on the sector's latest creative and sustainable news.

The design of the space was a collaborative effort between the Denim Première Vision team and the Filippo Maria design studio. All the space's structures, as well as the communication-support elements, have been conceived and designed sustainably. The various panels and construction elements are made from sustainable materials:

→ Additional fashion information is available online on the Denim Première Vision website.



2. COMPLEMENTARY FASHION DIGITAL TALKS: INSPIRATION, FOCUS ON PRODUCTS AND SILHOUETTES

At the show, as during the Digital Denim Week, discover our decodings of the Autumn-Winter 23-24 season - trends, products and materials - through dedicated talks. Seminars are produced by the Première Vision fashion team to inspire designers and guide buyers in building their future denim collections.

Digital events can be found online at premierevision.com.

- **AW 23-24 DENIM SEASON SEMINAR (PHYSICAL & DIGITAL):** un presented in the Trends Agora by Manon Mangin, Première Vision's denim fashion specialist, divided into 3 parts for a complete understanding of the Autumn Winter 23-24 denim season:
 - trend inspirations and decodings
 - *guided tour* of the Trends Agora with a focus on new products
 - directions in terms of shapes, cuts and silhouettes.**Tuesday 17 & Wednesday 18 May at 11am at the show (Trends Agora), then from 12pm on the Première Vision site** (during the Digital Denim Week and beyond).
- **DIGITAL LIVE SOURCING:** brought to you live from the Trends Agora by Manon Mangin, Denim Product Head at Première Vision, this Live Sourcing experience takes a close-up look at the season's highlights via the exhibitors' new products, to be sourced at the show and online on the Première Vision Marketplace.
Broadcast live on the Première Vision site on Tuesday 17 May at 2 pm (participants can ask questions live), then available **online and in replay** on the Première Vision site (during Denim Digital Week and beyond).
- **EXHIBITOR LIVE SOURCING (DIGITAL) :** *four live sourcing sessions* where Manon Mangin, denim product head at Première Vision, presents the collections and latest innovations right from the stands of 3 exhibitors: Maritas Denim, Bossa, Ayyildiz MBlue Fabrics and Naveena Denim Mills.
First internet live broadcasts on the Première Vision website on Tuesday 17 May and on Wednesday 18 May at 3.30 pm and 4.30 pm, then in replay during the rest of Denim Digital Week and beyond.

II. A HYBRID PROGRAM

1. CONFERENCES AND DIGITAL TALKS

Monday 16 May

→ **2PM - SMART TALK DENIM (ONLINE)**

Explore the sustainable denim proposals for Autumn Winter 23-24. Low-carbon strategies, fibres, dyes, finishings...come and discover the latest eco-minded developments with Manon Mangin, denim product head at Première Vision, and Marina Coutelan, sustainable fashion consultant.

Available on the Première Vision website during Denim Digital Week and beyond.

Tuesday 17 May

→ **11AM - AUTUMN WINTER 23-24 DENIM SEASON SEMINAR (TRENDS AGORA)**

The Trends Agora welcomes Manon Mangin, denim fashion specialist at Première Vision, who will explore and present the season's inspirations through the key materials and product developments for autumn winter 23-24. The first part, dedicated to seasonal influences, will be followed by a Live Sourcing session focusing on iconic products in the Trends Agora, followed by a review of the season's cuts and silhouettes..

Also available on video from 12 noon on the Première Vision website, then during Denim Digital Week and beyond.

→ **2PM - LIVE SOURCING (ONLINE)** presented from the Trends Agora by Manon Mangin, Denim Product Head at Première Vision, this Live Sourcing experience zeroes in on exhibitors' key new products, to be sourced at the show and online on the Première Vision Marketplace.

Broadcast live on the Première Vision website (participants can ask questions live), then available online in replay on the Première Vision website (during Denim Digital Week and beyond).

→ **3PM - SMART TALK SEASON (VIDEO)**

Explore the sustainable denim proposals for Autumn Winter 23-24. Low-carbon strategies, fibres, dyes, finishings...come discover the latest eco-minded developments with Manon Mangin, denim product head at Première Vision, and Marina Coutelan, sustainable fashion consultant.

Talk recorded and broadcast at the show (Talks Agora), then available online on the Première Vision website (during Denim Digital Week and beyond).

→ **3.30PM - EXHIBITOR LIVE SOURCING (ONLINE):** a live sourcing session where Manon Mangin, Denim Product Head at Première Vision, takes a close look at the collection and latest innovations from the denim maker **Maritas Denim**, right from the company's stand.

Video available from this date and time, and for the rest of Denim Digital Week and beyond.

→ **4PM - SMART TALK TRACEABILITY (VIDEO)**

How to improve traceability in terms of denim sourcing and design? Discover traceable production methods and technical and technological solutions for improving traceability, by looking at the offer of manufacturers exhibiting at the show, presented by Manon Mangin, denim product head at Première Vision, and Marina Coutelan, eco-responsible fashion consultant.

Talk recorded and played at the show (Trends Agora), then available online on the Première Vision website during Denim Digital Week and beyond.

→ **4.30PM - EXHIBITOR LIVE SOURCING (ONLINE):** a *live sourcing* session where Manon Mangin, Denim Product Head at Première Vision, takes a close look at the collection and latest innovations from the denim maker **Bossa**, right from the company's stand.

Video available from this date and time, and for the rest of Denim Digital Week and beyond.

→ **6PM - CONFERENCE IN PARTNERSHIP WITH TEXTILWIRTSCHAFT**

Weaver and exhibitor **Naveena Denim Ltd (NDL)** and famed brand **Tom Tailor** from Hamburg, Germany, will discuss the latest denim innovations. They will present their latest joint development: a denim made from hemp.

A conference moderated by Maria Cristina Pavarini, journalist at TextilWirtschaft.

SAVE THE DATE : DENIM PV PARTY X NDL

From 6.30 pm on,
the show shifts into festive gear - and invites you to celebrate denim on the banks of the Spree river
in the lush gardens of the Arena Berlin.

An evening organised in partnership with denim maker and show exhibitor Naveena Denim (NDL).

A Sunset Party where, to the sound of jazzy music, you can watch the sun set over the city
while sipping a glass of wine and sampling delicious Italian specialities.

Wednesday 18 May**→ 11AM - AUTUMN WINTER 23-24 DENIM SEASON SEMINAR (TRENDS AGORA)**

The Trends Agora welcomes Manon Mangin, denim fashion specialist at Première Vision, who will explore and present the season's inspirations through the key materials and product developments for autumn winter 23-24. The first part, dedicated to seasonal influences, will be followed by a Live Sourcing session focusing on iconic products in the Trends Agora, followed by a review of the season's cuts and silhouettes. **Video available from 12 noon on the Première Vision website**, then during Denim Digital Week and beyond.

→ 12PM - GERMAN FASHION FOOTPRINT, A STUDY INITIATED BY THE GERMAN FASHION COUNCIL

In this panel, the co-creators of the newly released study on the German Fashion Footprint, initiated by Fashion Council Germany, will discuss the results and learnings. They will look at the environmental footprint of the German fashion industry and will present the key findings of the analysis. The panel will showcase the importance of valid data to enable a sustainable future for Germany's fashion industry. Dive into the German Fashion Footprint and become part of a thriving panel discussion on how to take action in the right direction from thereon.

A conference hosted by Magdalena Schaffrin (CEO and Co-Founder studio MM04), with **Amira Neila Jehia** (Drip By Drip) and **Marte Hentschel** (CEO of Sqetch Agency).

→ 3PM - SMART TALK SEASON (VIDEO)

Explore the sustainable denim proposals for Autumn Winter 23-24. Low-carbon strategies, fibres, dyes, finishings...come discover the latest eco-minded developments with Manon Mangin, denim product head at Première Vision, and Marina Coutelan, sustainable fashion consultant..

Talk recorded and shown at the show (Trends Agora), then available online on the Première Vision website (during Denim Digital Week and beyond).

→ 3.30PM - EXHIBITOR LIVE SOURCING (ONLINE): a live sourcing session where Manon Mangin, Denim Product Head at Première Vision, takes a close look at the collection and latest innovations from denim-maker Ayyildiz MBlue Fabrics, right from the company's stand..

Video available from this date and time, and for the rest of Denim Digital Week and beyond.

→ 4PM - SMART TALK TRACEABILITY (VIDEO)

How to improve traceability in terms of denim sourcing and design? Discover traceable production methods and technical and technological solutions for improving traceability, by looking at proposals from the show's exhibiting manufacturers, introduced by Manon Mangin, denim product head at Première Vision, and Marina Coutelan, sustainable fashion consultant.

Talk recorded and shown at the show (Trends Agora), then available online on the Première Vision website during Denim Digital Week and beyond.

→ 4:30PM - EXHIBITOR LIVE SOURCING (ONLINE)

A live sourcing session where Manon Mangin, Denim Product Head at Première Vision, takes a close look at the collection and latest innovations from the denim maker Naveena Denim Mills, right from the company's stand..

Video available from this date and time, and for the rest of Denim Digital Week and beyond.

2. NEW! PV DENIM * FASHION DISTRICT: 10 BRANDS AT THE HEART OF DENIM CREATION

Beyond the creativity of the show's exhibitors, Denim Première Vision is opening the field of creative possibilities to 10 international brands and fashion designers.

In a space adapted to their individual identities, these brands and creatives will present for the first time items developed in collaboration with selected show exhibitors. These exclusive denim clothing items and accessories will form part of their upcoming collections and will soon be available in stores.

Brands and their partners:

- **A new Kind of Blue** (Germany)
- **Blue of a Kind** (Italy): Orta (Turkey) and Kurabo (Japan), fabrics; Cadica (Italy) accessories; Officina +39 (Italy) finishing
- **Braves & Co** (Germany): Berto (Italy), fabric; EUROTAY (Serbia) manufacturing
- **Denzil Patrick** (UK): Bossa (Turkey) & Fabritex (Italy), fabrics; Pacific Jeans (Bangladesh), manufacturing
- **Fade Out Label** (Germany): Sharabati (Turkey), fabric; Komet (Turkey), accessories
- **GIMMY JEANS** (Italy): Berto (Italy), OUTSIDE LAB (Italy), fabrics
- **Jonathan Christopher** (Netherlands): ISKO Luxury by PG (Turkey) fabric; Fec*Serilabel (Italy), accessories
- **Milena Andrade** (Italy): Rajby (Pakistan), fabric and manufacturing
- **Peppino Peppino** (Italy): Kurabo (Japan), fabric; M&J Group (Bangladesh), manufacturing; Panama Trimming (Italy), accessories
- **Von Dutch** (France): Soorty (Pakistan), fabric & manufacturing

**PLEASE NOTE!
NEW PASS APPLICATION SYSTEM!**

To attend the Denim Première Vision show, online or in person,
don't forget to register via the following link:

BADGE REQUEST

Once you have registered and your accreditation request has been validated by our press teams,
you will receive your press pass by e-mail.

SAVE THE DATE

AFTER BERLIN,
DENIM PREMIÈRE VISION
RETURNS TO ITALY

**TO SUPERSTUDIO PIÙ, IN MILAN
23 & 24 NOVEMBER 2022**

A HYBRID EVENT INCLUDING

**A DIGITAL DENIM WEEK
ONLINE FROM 21 TO 25 NOVEMBER 2022**

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