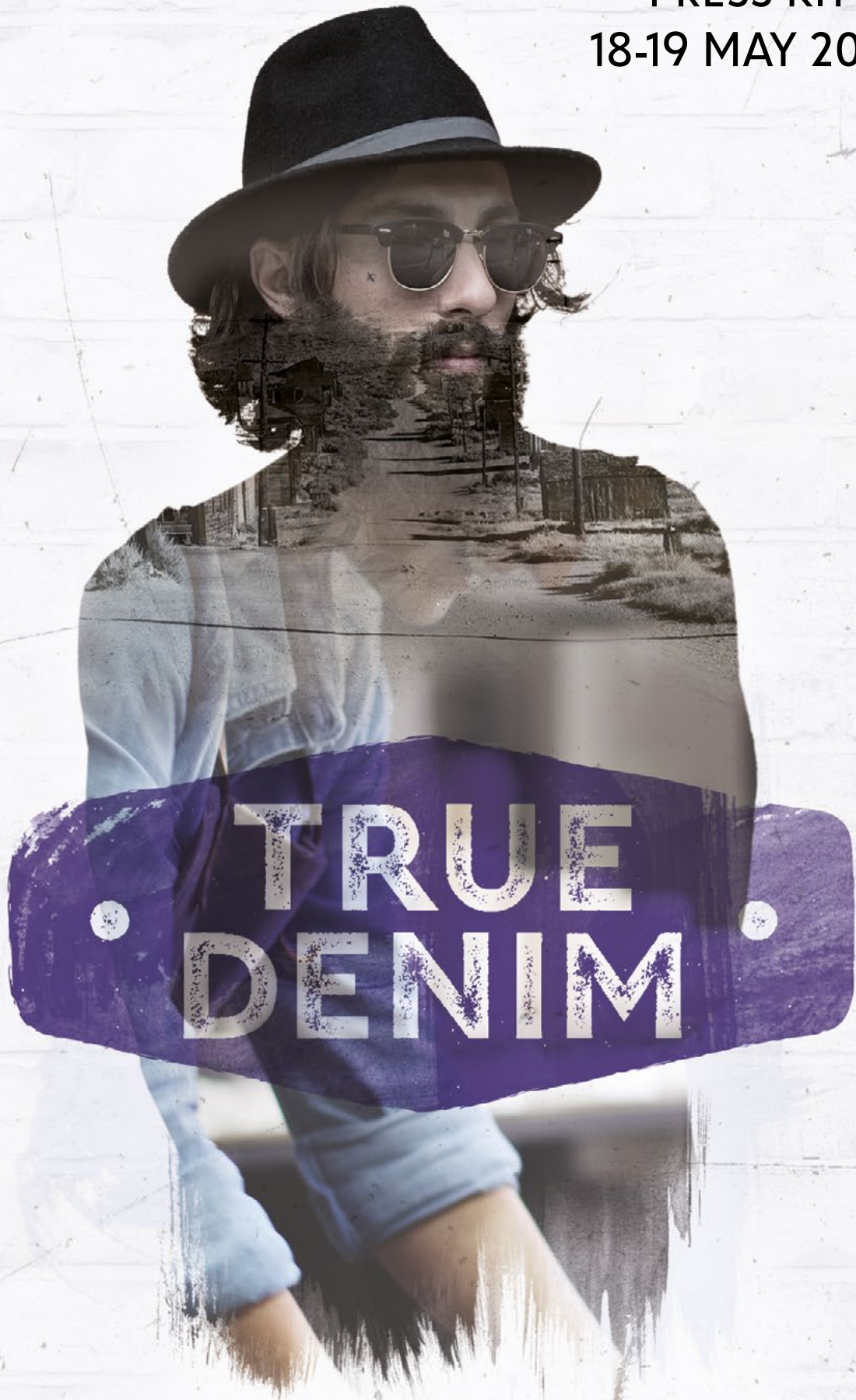


PRESS KIT
18-19 MAY 2016



Denim
PREMIÈREVISION

INFLUENTIAL, INSPIRING, EXCLUSIVE AND CREATIVE - DENIM PREMIÈRE VISION REDEFINES TRUE DENIM.

During the 18th edition of Denim Première Vision, taking place at 18-19 May, La Fira Montjuïc in Barcelona colours indigo blue and beats to the rhythm of the international denim community.

This season, Denim Première Vision explores the nature of denim, its DNA, its evolutions. The goal? A travel through the domains of denim - of True Denim. Marked by many innovations and a long, long history, but fundamentally focused on the future.

At the heart of an original scenery with the allure of a Denim City, Denim Première Vision honours those who make denim today; those who reinvent denim each season over and over again; those who do not hesitate to push boundaries to create tomorrow's denim.



© Première Vision SA - Charles Siaux

Exclusive collections, creative inspirations, specialized and technological innovations, expertise and original developments....for autumn/winter 2017-18, the trade show more than ever establishes its role of designated event and inspirational leader for the global premium denim industry.

Devoted to its original concept and values, Denim Première Vision will present a unique and highly exclusive offering that reflects the full value chain of the global premium denim market.

1 specialized and carefully selected high-end and renewed offer every season: at the forefront of denim creation and innovation, responding to the needs of the highly specialized premium denim market;

95 exhibitors - weavers (49%), manufacturers/ launderers/ finishers (16%), accessory makers (20%), fibre producers and spinners (1%), technology developers (5%) and promotional organizations (8%)... amongst them are some of the most influential companies in the industry and together they represent the greater part of the global denim production:

- **80%** returning exhibitors;
- **74%** companies from **Europe and the Mediterranean**;
- **21%** of the creative denim specialists originate from Asia, mainly from Japan;
- **2%** USA-based exhibitors

7 carefully selected **new exhibitors**: **5 weavers** -- Italy (2), Brazil (1), Morocco (1) and Pakistan (1) - and **2 accessory makers** from Portugal and Turkey;

7 collaborations from the centre of creative and technical innovations, to inspire and surprise the denim community in search of new and unexpected discoveries: : *Denim Boulevard (Italy)*, *Clutch Magazine (Japan)*, *Moroccan Denim Cluster (Morocco)*, *Blue Lab (The Netherlands)*, *Selfnation (Switzerland)*, *Odo Denim (USA)* and *Hemotion by Jeanologia & François Girbaud (Spain)*;

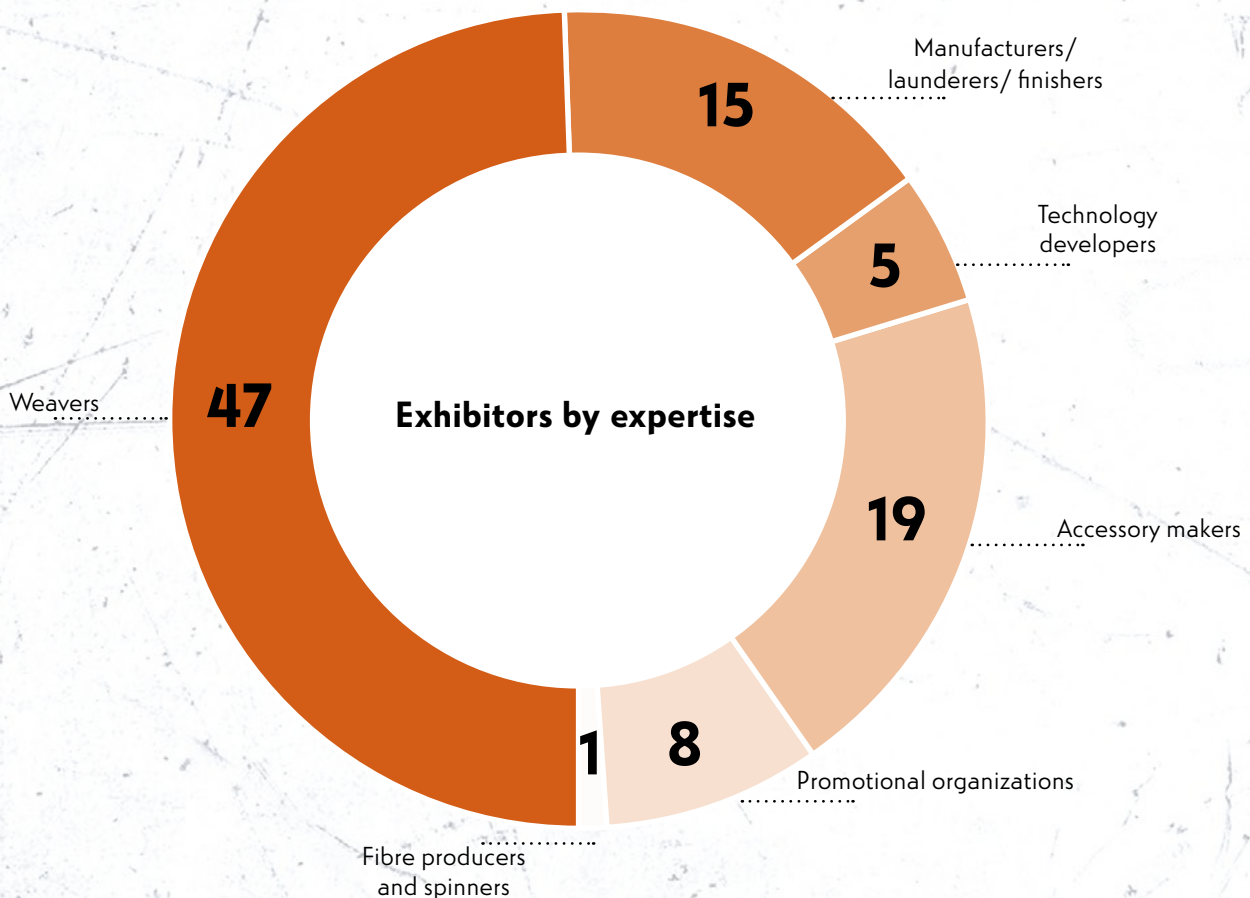
Some of **the most important companies in the denim industry**, well-respected for their expertise and developments, representing **23 different countries**, to name a few: *Turkey (32% of the exhibitors)*, *Italy (13%)*, *Morocco (8%)*, *Spain (7%)*, *Japan*, *France*, *Germany*, *Pakistan*, *Brazil*, *USA*, *Thailand* and *Hong Kong*;

4.000 international visitors (4.131 in May 2015 / 3.823 in November 2015) - fashion brands, premium denim brands, stylists, luxury brands - all searching for exclusivity and quality;

1 mutual goal: To bring together the upper class of international specialists and create a global platform to serve a global business.

Some of the jeans specialists of this season's show:

- ▶ **The denim makers:** Absolute Denim, Albiate, Artistic Fabric Mills, Artistic Milliners, Arvind, Blue 1925, Blue Farm, Bossa Denim, Calik Denim, Cappio Tessuti, Cone Denim, Dynamo Denim, I.MA.TEX, Kilim Denim, Kipas, Kurabo, Kuroki, Larusmiani, Mafaco, Matesa, Mou Fung, Naveena, Niggeler & K pfer, Orta Anadolu, Prosperity Textile, Realteks, Soorty, Swift, Tavex, Textil Canatiba, Textil Santanderina, Toray International, UCO Raymond, US Denim Mills, Velcorex, Vicunha...
- ▶ **The manufacturers / launderers/ finishers:** Akkus Tekstil, Akozbekler Tekstil, Crossing, Denim Authority, Denim Clothing Company, Desert Studio, Fashion Point, FG Tekstil, Firemount, Lavasser, Merkoteks, Mesura Tekstil, New Wash, Paris Texas...
- ▶ **Accessory, button, label makers:** Copen, Crafl, Deridesen, Dorlet, Granero, J-Val, Kasiv, Landes, Metalbottoni, Panama Trimmings, Polsan, Prym Fashion, Quick Service Textile, Red Button, Timay & Tempo, YKK...
- ▶ **Fibre producers and spinners :** Lenzing...
- ▶ **Technology developers :** Archroma, Iberlaser, Jeanologia, Macsa, VAV Teknoloji...



▶ Find the latest products from our exhibitors on the website.

FIND THE LATEST PRODUCTS FROM OUR EXHIBITORS ON THE WEBSITE:

Fabrics, accessories, finishes, washes, colours and forms.. enter the trade show and walk around the streets of Denim Première Vision to discover the trends. The doors are open...

At the heart of the Denim Trends Area, look for inspiration, explore new fashion styles and discover the latest creative and technical developments of autumn/winter 2017-18; a season in motion, strong in heritage references and rich in future ambitions.

A season of change; a season that plays with appearances and magnifies imperfections and irregularities. Guest starring: indigo.

Themes to discover along the streets of the Denim Trends Area:

THE CRAFTERS

At the tailor

A journey through exceptional craftsmanship, blurring the lines of creative pragmatism. Artificial imagery, virtual reality taking over real life...it all opens up new possibilities for designs that merge with new body types and new looks, inspired by new role models. Cultivating expertise and quality, finding the right balance between aesthetics and functionality and improvising with remakes to achieve an irresistible elegance.



© IOIA, 2 1/2 D, photo by Lonneke van der Palen



© Todd Baxter

#THE ANACHROMIX

In the washing facility

Uniting the past and the future in one piece, cleverly playing with anachronisms and flashbacks and finding a new harmony in this diversity. Inventing bold and unbridled fantasies, everyday. Indulging in irony and lightness, cultivating unabridged opulence and enjoying surprising controversies.

#THE WEIRDOLOGISTS



In the workshop

Presenting original workwear while extracting the essence and experimenting with bold, anarchistic sophistication.

Creating spontaneous aesthetics, natural and unpretentious, but at the same time accepting the accidental, the strange and the bizarre.

Zooming in on real life and magnifying its destructions, playing with its appearances and building solid constructions.

Dive into the new fashion trends and grasp the looks of autumn/winter 2017-18...don't miss out on:

DENIM
**TREND
TASTING** (PV)

Denim Trend Tastings

Moderated by denim expert Michelle Branch

Wednesday May 18th, 12:30 & Thursday May 19th, 11:30

In the Principe room

Denim Trend Tasting is organized by the fashion team of Première Vision and presented by the American consultant and international denim expert Michelle Branch.

Topics of discussion: development and manufacturing, new finishing technologies, constructing collections, marketing and commerce.

- **We have a limited number of seats, so please make sure to sign up: at the trade show - at Club de la Presse - or by email: presse-info@premierevision.com**

SAVE THE DATE! YOU DON'T WANT TO MISS OUT ON THESE...

Business, synergies, exchanges.. Denim Première Vision is more than a trade show, it is also a meeting place where show events mix with festive happenings surrounded by beautiful, changing sceneries.

SMART CREATION PREMIÈRE VISION :

Denim Première Vision x Blue Lab initiate a platform and Smart Talks about sustainable denim.

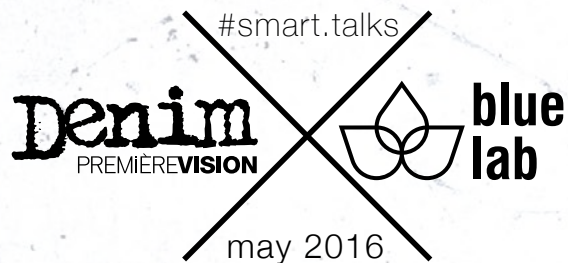
Sustainability - integrated in style, performance, innovation and creation - has become a competitive factor and a new value throughout the fashion industry. It is also a challenge for the denim industry, being one of the most advanced areas.

Through its Smart Creation platform, Première Vision is proposing new studies and activities designed to identify and communicate its exhibitors' Smart Facts: initiatives in sustainable creation and production.

Since last year, Denim Première Vision has its own program of Smart Creation. The special denim edition was launched at the November show in 2015, during an exclusive masterclass about strategies and actions related to sustainability challenges in the denim sector.

For the upcoming edition of the Smart Creation denim program, Denim Première Vision joins forces with the platform Blue Lab and has created a special area, dedicated to responsible denim.

SMART
CREATION[®]



WHAT IS THE DENIM PREMIÈRE VISION X BLUE LAB AREA?

► **The place to discover the latest news and innovations in sustainable denim developments:**

Blue Lab presents five creative denim silhouettes, created with responsible production and design processes.

The silhouettes are made by Denim Première Vision exhibitors:

Weavers: Bossa Denim (Stand C6) and Orta Anadolu (Stand C18)

Accessory producers: YKK (Stand B9) and Dorlet (Stand B12)

► **A place for Smart Talks:**

Twice a day, Denim Première Vision and Blue Lab will organize Smart Talks moderated by Giusy Bettoni, Première Vision's consultant in sustainable innovation for textiles, fashion and design.

Industry professionals and experts - from exhibitors to brands - will explain and address key issues and innovations in responsible creation and production in the denim industry, based on their own experiences.

Among our prestigious speakers, you'll find : Jules, Odo Denim, Selfnation, Archroma, Calik Denim, Dorlet...

Wednesday May 18th, at 2 pm and 4 pm

Thursday May 19th, at 1 pm and 3 pm

LIVE

ON PERISCOPE
& FACEBOOK LIVE



ABOUT BLUE LAB:

Blue Lab is the world's first and only independent Denim Laundry Platform dedicated to education, training, sustainability and trend research.

Blue Lab is powered by a consortium of denim industry leaders in order to develop new, cleaner and innovative recipes for the denim industry. It is designed to accommodate brands, mills, laundries and other value chain partners together or independently.

Blue Lab's ambition:

"The denim industry needs to reinvent itself and it needs to do it fast. Many of the challenges we face require chemical research, technological innovation and scientific progress. Primarily, we need to share ideas and combine perspectives. Blue Lab aims to contribute to the industry with sustainable researches and recipes. The only way to 'save our planet' is to support the key actors of our industry, from mills to trim-makers, from brands to end-consumers. To reach this objective and strengthen our ambition, we join forces with Première Vision."

THE WATERLESS PARTY !

Do not miss the Denim Première Vision 's private party !

- **Wednesday, May ; 18th from 9.30 pm at the Opium
Passeig Marítim, 34, 08003 Barcelona**

Admission upon presentation of show badge

INSPIRING COLLABORATIONS

■ Denim Boulevard : The Bib Overall x Denim Première Vision

It is impossible to talk about workwear and not mention overalls - the bib overall! A denim piece that couldn't be more iconic!

Make sure to stop at the Denim Première Vision Coffee Shop and discover the Denim Boulevard - Bib Overall exhibition with unique overalls styles.

This creative presentation is organized in collaboration with Denim Boulevard, the annual three day event at Milan that highlights denim and its history. While you're at the Coffee Shop, don't forget to pick up the latest issues of Crackers and Overall.

www.denimboulevard.com

■ Clutch magazine pays tribute to Japanese denim

Japanese magazine Clutch presents an exhibition with photographs and (worn and unworn) jeans in honour of Japanese denim. It shows the durability and lifespan of the blue fabric made in Japan. Make sure to experience this journey in Japanese denim at the Coffee Shop.

■ Odo Denim presents anti-stain jeans

Anti-stain jeans are a dream, right? No, they're for real. Thanks to start-up **Odo Denim (Stand A6)** washing your jeans over and over again is history. This company makes jeans that are anti-stain and anti-stink. Silver particles are added with nanotechnology, creating a high-tech denim. They're sustainable too because the self-cleaning properties reduce the need for frequent washing.

■ Selfnation presents bespoke jeans

Everyone knows that it is pretty hard to find a good pair of jeans that fits body form and matches personal taste at the same time. **Selfnation (Stand A8)** saves you the trouble of fitting sessions by offering an exclusive algorithm-based system that translates your measurements into perfectly tailored jeans. An innovation that's worth checking out.

■ Discover HEMOTION: an idea by François Girbaud, realized by Jeanologia with support of Denim Première Vision

HEMOTION is the most recent project of designer and illustrator François Girbaud in collaboration with Spanish technology company **Jeanologia (Stand B8)**. The goal? Introduce new ideas to the market and bring back emotion, courage and creativity in the denim industry. Through numerous proposals and technologies that are both innovative and sustainable, HEMOTION inspires designers, manufacturers and overall creative people. The new signature of today's jeans is found at the bottom, from the width to the length of the legs up to the hems - wide, used, selvedge...

➤ **Discover the work by Jeanologia and François Girbaud in the special area at (Stand C1).**

■ Moroccan Denim Cluster

The Moroccan Denim Cluster (MDC) is a non-profit organization that was launched in 2015. It brings together a large number of companies and organizations in Morocco, active in the sportswear and denim sector. MDC's aim is to realize synergy between three objectives:

- Create a conducive environment for innovation in the denim and sportswear trades;
- Enhance the sector's offer and competitiveness in its traditional markets and communicate its opportunities and possibilities to new contractors;
- Promote and take action to support sustainable development in the sector.

➤ **Moroccan Denim Cluster - Stand B40**

PARTNERSHIPS AND EVENTS

■ **Customize the it-bag of the season!**

Do not forget to pick up your official trade show bag at the entrance. This season's design is offered to you by Japanese denim specialist **Toray International (Stand B17)**. The company has made a raw denim bag from Miracle Air fabric.

This show, Denim Première Vision takes the 'it-bag' one step further and offers you a special customization route. Follow the path to hyper-customize your bag!

At the stand of **Dorlet (Stand B12)** - specialist in metal accessories - you're invited to choose one of the three special TRUE DENIM metal labels to add to your bag.

Follow the path to the stand of **Deridesen (Stand B22)** and add an embroidered patch (choose from three styles) for a fun look.

Finally, go to the **Sportswear International stand (A32 Bis)**, meet the team and get Sportswear International's latest issue. Finalize your bag here with an exclusive laser design, using nano technology by Jeanologia.

When your bag is finished, it's unthinkable to move on without making a selfie! Make the world envy this hyper-customized TRUE DENIM bag and share it on social media #denimpv

■ **Repair Workshop by Companion Denim**

In the heart of the Denim Trends Area, passionate denim experts repair and embellish used and destroyed jeans with antique sewing machines. The experts from Companion Denim will share their know-how and show traditional Japanese mending techniques like sashiko, using yarns from Portuguese specialist **Crafil (Stand A38)**. Before you move on, pick up Crafil's handy denim repair-kits, so you can repair your own jeans too.

■ **The Denim Barber Shop**

Denim Première Vision & Canatiba present: The Barber Shop.

Take a break from your busy schedule and enjoy quality grooming! Book your appointment at the stand of **Canatiba Denim Industry (Stand B31)**.

■ **TweetWall by Sooty Enterprises**

While passing the restaurant, take a breath, stop and take a pose! You can take your photo with you, but before you leave take a look at the TweetWall sponsored by **Sooty Enterprises (Stand B43)**. Here you'll not only find the latest news on Denim Première Vision, but you may also create a buzz yourself on social media! #denimpv.

SEMINAR «BEAUTIFYING THE PERFORMANCE» BY CALIK DENIM AND LYCRA®

During an original seminar, weaver Calik Denim (Stand C14) presents innovative solutions that the company uses for stretch materials with LYCRA®.

An interesting example of how denim has benefited from combining performance, creativity and design.

➤ **Wednesday May 18th, 15:00**
In the Principe room

WE'D LIKE TO THANK:

US Denim Mills dresses the hosts and hostesses of the show

Denim Première Vision thanks **US Denim (stand B50)** for the design and realisation of the outfits of the hosts and hostesses; their looks are your first 'dip' into the True Denim Universe...

Free notebook by W Denim

Do you want to take notes during your visit? No problem, **W Denim (Stand B2)** has got you covered. They're offering you a blank slate to pen down all your thoughts. Get your booklet at the entrance.

YOUR NEW TRADE SHOW ASSISTANT?

Denim Première Vision: the app

Download the free app and you'll have all the trade show information in the palm of your hand: exhibitors list with contact information, product glossary for advanced research, interactive map, events, calendar, your visit report, notifications for important show moments.

Download the app from your usual app store. An essential tool for those who don't want to miss a thing.

Denim Première Vision is particularly grateful to the Barcelona City Council and the Tourist Board for their support and hospitality.

Denim Première Vision

**18 & 19 May 2016
9:30 - 18:30**

Hall 8, Fira Barcelona Montjuïc
www.denimpremierevision.com

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