



# EVOLUTION.

APRIL 26-27, 2017  
PARIS • EVENT CENTER

**Denim**  
PREMIÈREVISION

## R(E)VOLUTION

Denim Première Vision is celebrating its 10th anniversary in 2017. Nearly 20 sessions after its inception, the brand continues an evolution begun in 2016 with the Tomorrow is Calling campaign, and an entirely new programme.

R-EVOLUTION, the theme of the April show, marks the arrival of a complete refresh. This re-thought event engaged closely with the market, industry and brands to study, together with the community as a whole, the issues it faces today, to infuse the sector with new vitality and to create the denim of tomorrow.

For 48 hours, Masterclasses, the Hackathon, the Première Vintage Market, and never-before seen creations by 84 exhibitors will propel visitors and exhibitors alike to the heart of the sector's major technical and technological innovations, complete with an analysis of advantages and future potential in terms of product trends. They will unveil new sources of inspiration and new fashion directions.

For the first time ever, this truly stimulating, creative and inventive hub will showcase real-time denim development projects designed by students from the best fashion and technology schools. In addition, masterclasses will welcome renowned experts from other sectors, the better to encourage creative thinking and initiatives for tomorrow's denim players.

**R-EVOLUTION IS ON!**

# PHYGITAL: A NEW FASHION SPACE

---

At the show's entrance, this immersive, interactive space designed by Denim Première Vision immerses visitors in autumn-winter 2018-19:

- **Original fashion worlds** illustrated by the most creative new products from weavers, denim laundries, manufacturers and accessories makers.
- **The innovations, technologies and processes** that are shaking up the world of denim
- Emerging **eco-responsible** developments

>> EXPERIENCE THE REVOLUTION!

>> THE TECH INNOVATION SCENE

An area for new inspiration, dedicated to innovation and technology in service of creating new kinds of denim, corresponding to current needs and desires.

Climatic performance and thermal activation, luminosity, augmented reality, robotics and connected technologies are all directions well worth exploring to dream up the denim of tomorrow.

The ingenuity of Denim Première Vision exhibitors mingles with projects created by artists and start-ups to open up the field of possibilities.

This space is accompanied by a visitors' circuit around the show, to further the experience at the initiators of these groundbreaking projects.

**>> AMONG THE PROJECTS PRESENTED IN THIS SPACE:**

- **Issho (Netherlands):** A denim jacket with technology integrated into the fabric that imparts the sensation of a loving caress on the wearer's shoulders. Pauline Van Dongen, Italdenim, Creative Industries Fund, Isabel Berentzen.
- **Solaar Windbraker (Netherlands):** a waterproof blouson in recycled denim that integrates solar panels that can recharge any portable tech device and combines aesthetics, comfort and functionality. Pauline Van Dongen, Blue LOOP Originals.
- **Rochambeau Bright Bmbr (USA):** a digital jacket equipped with chips and QR-codes granting its wearer access to exclusive content outlining a personalized itinerary. Rochambeau, Avery Dennison, Evrythng.
- **Spinali Design (France):** jeans that integrate GPS technology to guide the wearer via directional vibrations.
- **My Rags (Italy):** new software that makes it possible to conceive and visualize jeans from A to Z, in 3D. A digital platform bridging creative design and the supply-chain.

**>> THE ITINERARY THROUGH THE SHOW:**

- **Desert Studio (United Arab Emirates) – Stand A14:** a concept in which the consumer becomes the designer of the product and can have it made-to-measure directly by the factory.
- **Calik (Turkey) – Stand A5:** a denim textile that changes colour.
- **M&J Group (Bangladesh) – Stand D11:** Software that makes it possible to precisely measure water consumption during finishing.

**>> and more projects to come!**



## >> The DENIM TRENDS AREA: SEASON RISING AW1819

A redesigned trend area, a combination of future, phygital merchandising and a contemporary art museum, an alternative and singular expression of the autumn winter 2018-19 denim fashion themes.

4 immersive universes present the fashion trends through a pared-down and assured selection of new products and specific developments from the Denim Première Vision exhibitors:

- >> **BOLD:** Boldness in terms of both materials and shapes. Arrogant lines, impertinent and resolutely light volumes.
- >> **RECODE:** Deviant geometry, cloudy dark and colourful profile. Turn a jacket inside out and closely consider cuffs and lapels.
- >> **BEYOND:** Focus on what overextends and overflows. Form shapes softly.
- >> **RAINFALL:** Asphalt runners in the rain. Sparking contrast, crunchiness, and glazed surfaces.

A simplified and immediate reading of the season's convictions.

QR codes on each presented product can be flashed using the Denim Première Vision app, to download a photograph and specific information for each product, and thus personalize visits.

Specific, informative signage to promote eco-responsible and fashion developments.

Cleaner cottons teamed with bio-sourced synthetics, industrialized natural processes such as vegetable dyes, ever more innovative recycling, innovations in terms of environmental commitments, and better traceability thanks to blockchain technology.



## DENIM TREND TASTINGS

Convictions, favourites, an exchange of views...An exclusive moment to take a look at the latest creative innovations, and fully decode Autumn Winter 2018-19 through an analysis by the Denim Première Vision fashion team.

Wednesday 26 April at 12 pm

Thursday 27 April at 10 am

Conferences and masterclasses space

# PREMIÈRE VINTAGE MARKET : INSPIRATION AND EXCLUSIVE SHOPPING

The show welcomes the 2<sup>nd</sup> edition of this inspirational space offering an exclusive shopping experience.

**The space is an original concept launched by Denim Première Vision in collaboration with Italian Denim Boulevard.**

A space where research and sourcing take on a new dimension, where the past fuses with the future in a selection of vintage items from workwear, military and civilian wardrobes representing significant periods in the history of denim. A source of inspiration for creatives and designers, as well as a unique shopping space where denim lovers can find their favourite pieces.

This new edition showcases pieces that are ever more rare and creative, from all over the world.



# AT THE HEART OF AN EXCLUSIVE PROGRAM: INNOVATION

This edition focuses on creative, technological and digital experiments, and collaborative thinking on issues impacting the denim industry. It features a rich and strengthened program that responds to the new challenges facing international denim markets.

## DENIM PREMIÈRE VISION HACKATHON CREATING THE « DENIM OF TOMORROW »

Get ready for the first DENIM PREMIERE VISION HACKATHON!

For 48 hours, Denim Première Vision invites 5 teams made up of 5 members each – composed of students from Europe's most reputable fashion and technology schools – to partake in an unprecedented competition to think up the denim of tomorrow:

- Fashion schools: AMFI (the Netherlands), La Cambre (Belgium), Ecole Duperré (France), IED Madrid (Spain), Instituto Marangoni (Italy) and ITU (Turkey).
- Tech schools: Ecole 42 (France) and HETIC (France)

Teams will be composed by a name draw on the first day of the show. Each team will comprise 5 diverse student profiles: 3 fashion (pattern, designer and brand marketing) and 2 tech.

These teams will receive guidance from 3 mentors coming from fashion, technology and marketing.

- **Stefano Aldighieri:** Creative Director for Arvind Ltd (Denim and Lifestyle Fabrics Division)
- **Romain Spinali:** Head of Innovation, Spinali Design
- **Ariane Bigot:** Associate Fashion Director of Première Vision

In the «Hackathon Room», these talented Millennials will share their vision, their desires, and their own denim culture to together come up with a new, innovative and inspiring project that opens the door to new denim developments: a product innovation, a strikingly-new brand concept, marketing strategy, etc.

### >> Denim Première Vision Hackathon Prize

- The projects will be presented to a jury that, at the close of the two-day show, will select the best one.
- The winning team will take home 5,000€ and receive 6 months of professional coaching from Denim Première Vision.
- The winning project will also benefit from international visibility thanks to the show's various communication tools.
- Lastly, the breakthroughs of this project will be presented at the November 2017 edition of the show.

### >> Awards ceremony: Thursday, April 27<sup>th</sup> at 4pm.

#### The Jury:

- **Catherine Anderson Jones:** Marketing Communications Manager – Cordura
- **Alex Brownless:** Co-Founder / Co-President – Arts Thread
- **Alberto De Conti:** Chief Marketing Officer – Garmon
- **Alain Melloul:** Sales Director, M.I.C.

## &gt;&gt; THE PREMIÈRE VISION DENIM MASTERCLASSES

SPORTSWEAR  
INTERNATIONAL

In partnership with **SPORTSWEAR INTERNATIONAL**, Denim Première Vision is launching **two 30-minute masterclasses daily**, to decode and explore the industry's latest innovations and coming developments.

A great opportunity for exhibitors and visitors to discover new fuel for thought, boost their knowledge and gain inspiration not only from renowned denim-industry specialists, but also from experts internationally-recognised for their cutting-edge expertise in other domains.

>> Catch the **DENIM PREMIÈRE VISION MASTERCLASSES** live across Denim Première Vision's social media platforms – Facebook and YouTube.

>> WEDNESDAY, 26<sup>th</sup> APRIL**2pm: SMART CREATION MASTERCLASS**

A survey of solutions for sustainable design and production.

**4pm: INNOVATION MASTERCLASS**

All the keys for successfully implementing innovation strategy.

*With the participation of Luc Bretones, Executive Vice President of the Orange Technocentre and Head of Orange Vallée*

>> THURSDAY, 27<sup>th</sup> APRIL**11h30: THE TOMORROW TRENDS MASTERCLASS**

What will tomorrow's denim look like?

**2pm: PRODUCT INNOVATION MASTERCLASS**

How to respond to consumer expectations: fabrics, washes, innovations, trends?

>> More information about masterclass presenters will be announced shortly.



**>> TRIBUTE TO MOROCCAN INNOVATION****>> MADE IN MOROCCO EXHIBITION DESIGNED BY FRANCOIS GIRBAUD**

The Government of Morocco is committed to supporting and promoting its denim industry and strengthening the competitiveness of local companies. **In collaboration with denim visionary François Girbaud, the AMDI (Moroccan Agency for the Development of Investments) presents a new space dedicated to Moroccan creativity, which will feature an exhibition called MADE IN MOROCCO.**

A collection specially developed by the designer for the exhibit explores the bottom hem of jeans, around a «Cleaning the Planet» theme, and was entirely produced in Morocco. Discover the advantages of the creative Moroccan denim industry, with its cutting-edge technical innovations, and increasing commitment to responsible production (biodegradable washing products, active dyes that don't use water, etc.)

[www.invest.gov.ma](http://www.invest.gov.ma)

**>> CONFERENCE: PRODUCING IN MOROCCO – A CREATIVE, RESPONSIBLE AND TECHNOLOGICAL ASSET**

The Moroccan export promotion centre, **Maroc Export**, will present the economic and industrial assets of Morocco, a genuine international hub in full growth in the heart of the Euro-Mediterranean basin, at this new conference.

On this occasion, the **AMDI** (Moroccan Investment Development Agency) will propose concrete, 100%-Moroccan solutions to brands that seek to combine technological innovation, responsible production and creativity in their denim collections.

**Wednesday 26 April at 10.30 am**  
**Conferences and masterclasses area.**

**>> DENIM HAPPY HOUR WITH MAROC EXPORT**

To celebrate denim and all its players, Maroc Export invites you to a festive happy hour in the heart of the area dedicated to Moroccan innovation!

**Wednesday 26 April at 6pm**  
**MADE IN MOROCCO space**  
[www.marocexport.ma](http://www.marocexport.ma)

**>> And more new initiatives to discover during your visit!**



# A CREATIVE INTERNATIONAL COMMUNITY COMES OUT IN FORCE

---

Last November, Denim by Première Vision's return to Paris gave fresh new momentum to the show, while fortifying the values behind its success.

Some **84 exhibitors** have already confirmed their presence at the new edition. Whether loyal or newcomers, they support the strategic developments at Denim Première Vision, and will present a specialised and selective offer at the cutting-edge of creativity for autumn winter 2018-19.

- **84 exhibitors** - Weavers (52%), accessory makers (20%), manufacturers/laundryers/ finishers (18), promotional organisations and service providers (5%), technology developers (5%)
- Know-how and developments from the industry's **19 most influential countries**: - Turkey (29%), Morocco (13%), France (7%), Italy (7%), Spain (5%), Japan (5%), along with Germany, Pakistan, Belgium, Portugal, Mexico, Brazil, USA, Thailand, India, Bangladesh, China, Mauritius, United Arab Emirates and Hong Kong.

**>> Discover all of next edition's exhibitors, along useful information on the [denimpremierevision.com](http://denimpremierevision.com) website**

# SPECIAL EVENTS TO DISCOVER DURING YOUR VISIT

---

## >> BAR LABELLING & METAL TRIMS WORKSHOP BY CLOSE TO CLOTHES & DORLET

French manufacturers Close to Clothes (Labels) & Dorlet (Metal accessories) combine their know-hows for a first-ever collaboration!

Affixed metal articles - buttons and rivets - and transfers of badges and patches... don't miss this creative personalisation workshop.

### Conscious Line – Sustainable Revolution :

Discover the capsule collection from Close to Clothes and Dorlet, Conscious Line: a new stylistic vision of eco-responsible items, both for labelling and metal accessories.

Through 4 themes, the Conscious Line illustrates a reinterpretation of recycled materials, and new processes for colouring and manufacturing. A «revolution» collection proposing a cross-sectional offer, both for premium denim and city ready-to-wear markets.

## >> LET THE CIREURS «PIMP» YOUR SHOES!

Denim Première Vision and SPORTSWEAR INTERNATIONAL treat you to a new shoe surprise. Thanks to the shiners at «Cireurs», you can see and learn techniques to take care of your leather shoes and sneakers: shoe polishes, patinas, glazes, dyeing, sneaker customisation and more...

Select your colour and walk away with new shoes to tread the show's aisles. Don't forget to bring your leather shoes!

# EVENTS CALENDAR

---

## WEDNESDAY 26 APRIL

**10:30am: CONFERENCE: PRODUCING IN MOROCCO - A CREATIVE, RESPONSIBLE AND TECHNOLOGICAL ASSET**

» Conferences area

**12pm: DENIM TREND TASTINGS**

» Conferences area

**2pm: SMART CREATION MASTERCLASS**

» Conferences area

**4pm: INNOVATION MASTERCLASS**

» Conferences area

**6pm: DENIM HAPPY HOUR WITH MAROC EXPORT**

» MADE IN MOROCCO space

## THURSDAY 27 APRIL

**10am: DENIM TREND TASTINGS**

» Conferences area

**11:30am: THE TOMORROW TRENDS MASTERCLASS**

» Conferences area

**2pm: PRODUCT INNOVATION MASTERCLASS**

» Conferences area

**4pm: PRIZE AWARD: DENIM PREMIERE VISION HACKATHON**

» Conferences area





**PEC / Paris Event Center**

**20 avenue de la Porte de la Vilette  
75019 PARIS**

**Métro : Porte de la Vilette**

**Opening hours: 9.30 – 6:30pm**

## CONTACTS

---

### **Denim Première Vision Press Office**

Igor Robinet-Slansky

T. +33(0)1 70 38 70 30

M. +33(0)6 42 06 31 02

[i.robinet@premierevision.com](mailto:i.robinet@premierevision.com)

### **2e BUREAU**

Marie-Laure Girardon

T. +33(0)1 42 33 93 18

[m.girardon@2e-bureau.com](mailto:m.girardon@2e-bureau.com)