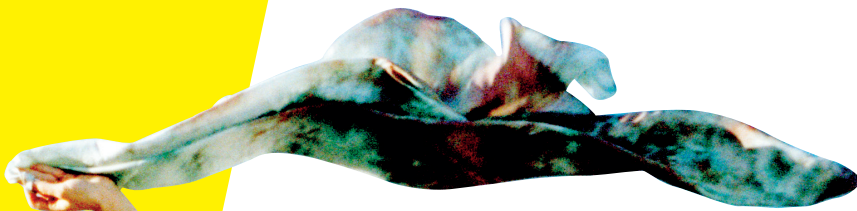


JOIN THE DENIM BASH

DENIM PREMIÈRE VISION CELEBRATES ITS 10TH ANNIVERSARY WITH A DOUBLE EVENT & A WHOLE NEW PROGRAM



For ten years,
Denim Première Vision has been setting
the pace for the international denim
community.

These 20 seasons of innovation and
inspiration will be celebrated this
14, 15 & 16 November in Paris,
with a double event combining business,
celebration, culture and inspiration:

FASHION, CULTURE & FUN

the DENIM BASH.

JOIN THE DENIM BASH

ON THE DENIM BASH PROGRAM

→ **THE DENIM PREMIÈRE VISION SHOW (14 & 15 NOV.)** at the Paris Event Center (PEC) which connects the sector's suppliers and buyers, responds to changes in the market and reflects the evolution of denim values through **four key events**:

1. STRENGTHENED AND MULTI-FACETED FASHION POINT OF VIEW

- A creative interpretation of the season by 8 international avant-garde designers, through 16 original looks produced in collaboration with a selection of exhibitors - weavers, manufacturers/launders and accessory makers.
- Inspirations, fashion directions and innovations showcased by the show's fashion team:
 - The Denim Trends Area
 - The Denim Trend Tastings seminars
- The 3rd edition of the **PREMIÈRE VINTAGE MARKET**, an additional source of information and an exclusive shopping experience.

2. A DISTINCTIVE OFFER FEATURING A NEW AREA DEDICATED TO SMALL QUANTITIES

80 international exhibitors selected by a committee of experts and professionals - *spinners, weavers, manufacturers, technology developers...*

The space dedicated to small quantities: **SMQ CORNER** - *Small Minimum Quantities*

3. 8 WORKSHOPS AND CONFERENCES FOCUSING ON 5 MAIN ISSUES

- Denim's new socio-cultural values
- Fashion at the heart of denim
- The keys to a denim product's success
- The circular economy and new business models
- Changes in the value chain

4. A FESTIVE EVENT

Food Trucks, DJ Set, the show's 10th anniversary party... a Denim Bash full of good times and enjoyment.

→ **THE DENIM POP-UP STREET (15 & 16 NOV. – INAUGURATION THE EVENING OF NOV 14TH) :**

Collections by avant-garde designers, cutting-edge players from the worlds of denim, art galleries, street art, collective ateliers ... In the heart of the Marais, Rue du Vertbois will be entirely given over to denim, with a dozen boutiques taking part in an unprecedented night of experiences and shopping open to the general public.

JOIN THE DENIM BASH

A MULTI-COMMUNITY DENIM MARKET FOCUSED ON FASHION, TECHNOLOGY AND RESPONSIBILITY

Pure players, the show's longstanding target, are now joined by new players with more diversified codes, profiles and expectations.

Brands and fashion designers coming from luxury, medium and high-end ready-to-wear markets, web pure players, retailers, new generations of designers and consumers: these multiple communities are now gravitating into the denim universe.

The market is becoming more and more fashion oriented, with collections integrating a growing share of denim.

Today calls for fresh, uninhibited outlook. This is reflected in a new wave of self-expression, a desire for custom-made items and personalization. All in a happier climate, in search of optimism, tinged with irreverence and humour, and set off from the traditional denim values of rebellion and vintage.

This changing market is also driven by new eco-responsible values and a pervasive and growing digital culture.

For younger generations, responsibility has become a prerequisite for creation, product development and the choice of materials. This imposes structural changes throughout the entire production value chain, which are at the heart of the themes presented by DENIM PREMIÈRE VISION in its Smart Creation platform.

Born in the digital age and immersed in the culture of technology and immediate information, the new generation follows codes and values that directly impact brands, distribution, collaborative developments and communication.

Faced with these societal and cultural developments, the market and the sector adapt through a number of structuring initiatives that impact creation, production in the technological sense of the term, the geographical breakdown of the world's production zones and finally the product mix.

This season, Denim Première Vision proposes a double event, at once open to younger generations and faithful to the heritage of denim, with fashion, the avant-garde, innovation and digital evolutions at its core, via an offer and program providing concrete solutions to this changing market.

A DOUBLE EVENT



THE DENIM PREMIÈRE VISION SHOW

THE 1ST DENIM POP-UP STREET



THE DENIM PV SHOW

THE DENIM PREMIÈRE VISION SHOW: INNOVATION AND NEWS IN 4 HIGHLIGHTS

FASHION & TRENDS: 3 AREAS TO FIND INSPIRATIONS

Denim is more than ever responsive to fashion issues and creative innovation. DENIM PREMIÈRE VISION will be providing inspiration in 3 key areas dedicated to spring summer 19.

EXHIBITION OF 8 AVANT-GARDE DESIGNERS

Selected for their avant-garde creativity, 8 international designers worked in collaboration with the show's exhibitors to create 16 exclusive silhouettes. Exhibited in a dedicated area, they showcase their contemporary vision of the coming season.

Dive into the universe of these designers at THE DENIM POP-UP STREET where they will be offering their own collections for sale.

Ampersand Heart NY, New York, in collaboration with BLUE FARM TEXTILE, TEXTIL SANTANDERINA, YKK EUROPE and G & G ABBIGLIAMENTO,

Afterhomework, Paris in collaboration with KURABO INDUSTRIES, VICUNHA TEXTIL et TESSILGRAF,

Fade out Label, Berlin, in collaboration with SOORTY, DESERT STUDIO, AKKUS TEKSTIL and POLSAN BUTTON,

Hannah Brabon, Londres, in collaboration with KASSIM DENIM, TEXTIL SANTANDERINA, ADVANCE DENIM and EVEREST,

Knorts, Los Angeles, in collaboration with KASSIM DENIM, ERA GARMENTS, KMS, ARTISTIC MILLINERS,

Proêmes de Paris, Paris, in collaboration with US DENIM MILLS, CALIK and A14 DENIM BY AKOZBEKLER,

Savoar Fer, Paris, in collaboration with TORAY INTERNATIONAL, KMS and YKK EUROPE,

Tia Maria Jaakkola, Copenhagen, in collaboration with PROSPERITY TEXTILE, TAVEX and POLSAN BUTTON.

THE DENIM TRENDS AREA

The trend area has been updated for the spring summer 19 season. Arty and contemporary, the Denim Trends Area developed by the show's fashion team will offer a more informative, efficient and immediate reading of seasonal stand-outs.

Fabrics, accessories, finishes, cuts and silhouettes... all the season's must-haves will be introduced through **10 inspiring highlights**, presented via a selection of creative, technical and technological products and developments from exhibitor's collections.

Initiated in April, QR codes on the presented products can be flashed using the DENIM PREMIÈRE VISION app, to download a photo and specific information for each product, and customize visit itineraries.

Also, the **Smart & Sustainable Focus**, an area dedicated to eco-responsible developments, will present the last innovations in this field through a selection of 15 products from the exhibitors' collections.

THE PREMIÈRE VINTAGE MARKET: SEASON 3

The show welcomes the 3rd edition of this space, designed to provide inspiration and an exclusive shopping experience.

Partnering with the Première Vintage Market, teams from Italy's Denim Boulevard have travelled the world to select the original pieces that will be offered exclusively at the show.

A source of inspiration for creatives and designers, as well as a unique shopping space where denim lovers can find their favourite pieces.



THE DENIM PV SHOW

A DISTINCTIVE AND SELECTIVE OFFER SERVING THE DENIM COMMUNITIES

Exchanges of ideas, collaborations, business... DENIM PREMIÈRE VISION allows the players in the denim sector - and today, more generally, in the fashion world - to come together around the latest creative, technical and technological developments presented by the market's most innovative suppliers.

For this new edition, 75 exhibitors have already confirmed their presence. Loyal or newcomers, they are all presenting a specialised and selective offer, at the cutting edge of creativity, for spring summer 19.

- **80 exhibitors** - *Weavers (48%), manufacturers/laundrers/finishers (25%), accessory makers - labels, rivets, buttons... (14%), technology developers (8%), promotional organisations and service providers (3%), spinners...*
- Know-how and developments from **17 countries among the industry's most influential:** *Turkey (26%), Morocco (15%), Italy (10%), Japan (5%), Spain (5%), France, Pakistan, India, Bangladesh, China, Mauritius, and the United Arab Emirates.*

Discover all the exhibitors at the next edition,
and practical information relating to the show, at denimpremierevision.com

SMQ CORNER: THE NEW SPACE DEDICATED TO SMALL QUANTITIES

To better adapt to the needs of denim brands and fashion designers, DENIM PREMIÈRE VISION is launching a new area: **the SMQ CORNER – Small Minimum Quantity Corner.**

A space that will bring together a selection of fashion manufacturers, laundries and finishes offering rapidity and reactivity, technical and technological know-how, a quality and proximity service, fast time to market, and above all flexibility in terms of production volumes.

5 companies from Italy, Morocco, Portugal and Turkey will be featured in this space.

THE DENIM PV SHOW

A NEW PROGRAM OF 8 WORKSHOPS AND SEMINAIRES

For 2 days, DENIM PREMIÈRE VISION organises **8 workshops and conferences around 5 key issues:**

- The new socio-cultural values of denim
- Fashion at the heart of denim
- Keys to a successful denim product
- Circular economy and new business models
- The evolution of the value chain

TUESDAY 14 NOVEMBER - WORKSHOPS & TALKS SPACE

• 11:30 am - Denim through the eyes of Generation Z

The generation born between 1995 and 2015 is exciting the entire fashion industry. Influential, free of loyalty and obsessed with style and brands, Gen Z has an opinion on everything, and freely shares it. Let's examine this generation's relationship to denim by looking at their sources of inspiration and tastes.

Conference presented by Pascal Montfort, founder of the Trends Marketing REC agency.

• 1 pm – Denim Trend Tasting spring summer 19

ame changers, favourites and viewpoints... An exclusive moment to have a look at the exhibitors' latest creative products and innovations and fully decode Spring Summer 19 through insights provided by the DENIM PREMIÈRE VISION fashion team.

• 2 pm – Circular Economy: business opportunities for the denim industry

What is the Circular Economy? What role does it play in the denim industry? What opportunities does it present, in terms of both production and business? What role does design play in the process?

Conference organised in collaboration with BLUMINE.

Moderator: Fabio Adami Dalla Val – DENIM PREMIÈRE VISION

Speakers: Marco Ricchetti, Senior Editor, sustainability-lab.net
& Filippo Servalli, Corporate Marketing Director, Radici Group
& Helene Smits – Business Development Manager Recover

• 3:30 pm – Collab is the future. How to create a successful denim co-branding?

Collaborative collections are one of the most galvanizing ingredients in the contemporary fashion industry. Learn from experts and recent success stories how “collabs” became such a fashion phenomenon.

Moderator: Pascal Montfort, founder of the Trends Marketing REC agency

Speakers: Jonathan Barban, Design manager, Lacoste L!VE (collab Lacoste X Supreme)
& Fabien Allegre, Brand Diversification & Merchandising PSG (collab Levi's)

Pascal Montfort – REC AGENCY



WEDNESDAY 15 NOVEMBER - WORKSHOPS & TALKS SPACE

• 10:30 am - Denim Trend Tasting spring summer 19

Game changers, favourites and viewpoints... An exclusive moment to have a look at the exhibitors' latest creative products and innovations and fully decode Spring Summer 19 through insights provided by the DENIM PREMIÈRE VISION fashion team.

• 11:30 am – Denim Culture, What's next?

The Denim culture is constantly churning. It reflects what's driving the fashions of the times, and societal evolutions. Join us for a review of new trends (fashion, music, media, sport, etc.) impacting the present, to shape the future of denim.

Conference presented by Pascal Montfort, founder of the Trends Marketing REC agency



Fabio Adami Dalla Val – DENIM PREMIÈRE VISION

• 13h – Long Live Denim! Entering the next phase for recycled denim

This seminar will bring you up to date on the latest developments in post consumer recycled denim and highlight the work of the Denim Alliance.

It will provide an overview of how the recycling process works, what it means in terms of environmental impact, which challenges still remain and what are the key opportunities for the future. A panel of weaving mills and brands will reflect on their experience with recycled denim so far and will showcase several examples of recycled denim products.

A seminar organised in collaboration with the *Alliance for Responsible Denim*

Moderator: Fabio Adami Dalla Val – DENIM PREMIÈRE VISION

Speaker: Helene Smits, Alliance for Responsible Denim
& Murat Aydogdu – Sales Manager, Kilim Denim
& Chimo Lacomba - Product Development Manager, Tavex

• 2 pm – Digital Story Telling: measuring the success of denim

Fashion communication is being completely reinvented. Traditional messages are overtaken by new forms of 'story telling' communicated exclusively via social networks or digital channels. Experts tell us how they develop and measure the success of these new messages.

Moderator: Pascal Montfort, founder of the Trends Marketing REC agency

Speakers: Florence Willaert, Rédactrice en Chef, Vice Media France
& Barbara Malewicz, @malebitch, Journalist & young culture digital influencer
& Amel Amainich – Social Media Manager, Sephora

• 3:30 – Fashion innovation: The evolution of the denim value chain

This conference will present the players in the denim value chain, and examine how their role has changed over the last 10 years and how that has influenced the looks of denim. A look inside the fashion sector, analysing the industry's challenges and the transformations through the eyes of the players in the denim value chain.

Moderator: Fabio Adami Dalla Val – DENIM PREMIÈRE VISION

Speakers: Matteo Urbini, Managing Director, Soko Chemicals
& Luca Soligo – Managing Director, Everest Lavanderie
& Alessio Berto – The Tailor Pattern Support

THE DENIM PV SHOW

EXPERIENCE THE LAUNDRY 5.0 THROUGH VIRTUAL REALITY WITH JEANOLOGIA

Technology is the invisible soul of the Jeans Industry, nothing can change without technological innovation.

The Spanish technology developer JEANOLOGIA wants to encourage designers to take on the new creative revolution through technology. Today it is possible to break down the barriers between creativity & technology, fashionistas & technocrats, designers & engineers.

In the 21st Century, the textile industry is changing. Creativity and sustainable techniques are integrated now for more environmentally friendly jeans without losing appeal.

TRANSPARENCY, SUSTAINABILITY, INNOVATION & TECHNOLOGY
are the key to the new industrial era.

Jeanologia
The Science of Finishing

laundry 5.zerø

The first Jeans finishing plant that guarantees ZERØ® contamination.

For the first time ever, a Denim plant will achieve ZERØ® waste, thanks to the efficient combination of JEANOLOGIA's technologies laser, G2 ozone, eFlow and H2 Zero.

Laundry 5. Zerø, recycles the water used, eliminating the need for water treatment, ending the use of pumice stone and removing the harmful manual processes.

Zero means ZERØ

No discharge, no contamination, no hand processes,
no complex treatments and no waste of money.

no discharge no manual scraping & grinding
no pp spray no stone wash no bleach

Come and have a real exclusive experience with
JEANOLOGIA at DENIM PREMIÈRE VISION – stand C10.

THE DENIM PV SHOW

AN EVENT MARKED BY EXPERIENCE-SHARING AND CELEBRATION

Enjoyment and dialogue are at the heart of the show's 10th anniversary.

For 2 days, **the show's fun & friendly atmosphere** will feature *Food Trucks* freely available to all, and a party *DJ set*, while on **14 November at 7 pm**, DENIM PREMIÈRE VISION's 10th anniversary party will rock the DENIM POP-UP STREET in the heart of the Marais.



THE DENIM POP UP STREET

THE DENIM POP UP STREET 14, 15 & 16 NOVEMBER



To mark its 10th anniversary while celebrating denim in all its facets - business, culture and fashion - Denim Première Vision opens the 1st **DENIM POP-UP STREET** in Paris, rue du Vertbois (n° 14 - 30) in the heart of the Marais.

Inaugurating on the evening of 14 November, it will be open to the public on 15 & 16 November.

A NEW EVENT TO CELEBRATE DENIM CULTURE AND FASHION

Open to the general public as well as professionals, lovers of fashion and denim, this one-off event celebrates denim culture with a mix of inspiration, shopping and participatory workshops held in some dozen boutiques.

AVANT-GARDE DESIGNER SHOPS

Discover the 8 avant-garde designers present at the show. As you peruse the Denim Pop-up Street shops, explore their universes and all the charm of their collections.

Ampersand Heart NY, New York
Afterhomework, Paris
Fade out Label, Berlin
Hannah Brabon, London,

Knorts, Los Angeles
Proêmes de Paris, Paris
Savoar Fer, Paris
Tiia Maria Jaakkola, Copenhagen

UNEXPECTED DENIM BRANDS

Denim and fashion designers... head off to explore original and unexpected brands!

Billy Jackets
Léon Block
Atelier Tuffery

Atelier Réservé
Kiliwatch

... and more to come!

ART & DESIGN INSTALLATION

In addition to being a new shopping experience, the Denim Pop-up Street will also provide inspiration, illustrated by gallery installations and contemporary artists.

Blitz
Galerie Avril

Florian Bonniord
Federico Ferrarini

+ DIY AREAS + OPEN BAR + SURPRISES



**THE
DENIM
POP UP
STREET**

**INAUGURATION OF
THE DENIM POP UP STREET
+ AFTER-SHOW**

TUESDAY 14 NOVEMBER 7 PM TIL MIDNIGHT

Join us
at 14, rue du Vertbois – Paris 3
to celebrate the 10th anniversary
of DENIM PREMIÈRE VISION.

**AN EXCLUSIVE AND PRIVATE AFTER-SHOW
IT THE HEART OF THE DENIM POP-UP STREET!**

**DJ SET + SHOPPING EXCLUSIF SHOPPING
+ OPEN BAR + SURPRISES**

**THE AFTERSHOW IS A PRIVATE EVENT
ACCESSIBLE BY INVITATION
OR UPON PRESENTATION OF YOUR SHOW ENTRY BADGE**

JOIN THE DENIM BASH



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