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.
PRESS RELEASE

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!

**PHYGITAL:**

**A NEW FASHION SPACE**

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.

>> THE TECH INNOVATION SCENE
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.

>> Check out demonstrations of the My Rags software
  Daily 11am – 1pm and 3pm

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.

- **M&J Group (Bangladesh) – Stand D11:** Software that makes it possible to precisely measure water consumption during finishing.
AN ITINERARY OF EXHIBITOR INNOVATIONS AT THE SHOW:

- ADVANCE DENIM (China) – Stand D4
  Re.Perform Concept
  A thermo-regulating denim fabric made from long fibres from a blend of cotton and 100% recyclable yarns.

- ARTISTIC FABRIC MILLS (Pakistan) – Stand A15
  Revolutionary DENIM
  Transparent, sustainable, innovation: An app tracing the history of a pair of jeans, from cotton to production, including washes and finishings.

- ARTISTIC MILLINERS (Pakistan) – Stand A1
  Performance denim
  A technical innovation exploring all the new denim opportunities to enhance performance and strength, and even make it indestructible.

- CONE DENIM (USA) – Stand B12
  The authentic denim of the future
  The authentic denim of the future, thanks to White Oak selvage and 4-way stretch that’s even more sturdy and shaping.

- M&J GROUP (BD) D11
  START TO MEASURE™ – The fact checker of sustainable change.
  An innovative system to measure and scientifically certify the precise consumption of resources used in the laundry field.

- VICUNHA TEXTIL (Brazil) – Stand D3
  VICUNHA EMPOWERMENT: Denim that works from day to night
  A thermo-regulating fabric to keep people fresh all day long and maintain the body temperature, thanks to new and innovative performance techniques.

Demonstrations will be held at the stands of the following exhibitors:

26 April
1:15: ARTISTIC FABRIC MILLS – Stand A15
3:15: ADVANCE DENIM – Stand D4
4:30: M&J GROUP – Stand D11

27 April
11:00: CONE DENIM – Stand B12
12:30: VICUNHA TEXTIL – Stand D3
All day: ARTISTIC MILLINERS – Stand A1
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.

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**DENIM TREND TASTINGS**

Convictions, favours, 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.

- Presented by **Marina Coutelan**, Head of Fashion Products – Première Vision

**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 2nd 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.
PRESS RELEASE

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 27th at 4pm.

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), Istituto 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: Founder of Another Design Studio
- 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.

The Jury:

- Catherine Anderson Jones, President of the Jury: Brand Marketing Communications Manager EMEA – CORDURA® Fabrics
- Alex Brownless: Co-Founder / Co-President – Arts Thread
- Alberto De Conti: Chief Marketing Officer – Garmon
- Alain Melloul: Sales Director, M.I.C.
>> THE PREMIÈRE VISION DENIM MASTERCLASSES

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, 26th APRIL

2pm: SMART CREATION MASTERCLASS
A survey of solutions for sustainable design and production.
With the participation of Yann Queinnec, Managing Director at Affectio Mutandi – Consultancy in social, normative and reputational strategies related to environmental, social and governance (ESG) issues.

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, 27th APRIL

11h30: THE TRENDS OF TOMORROW MASTERCLASS
What will tomorrow’s denim look like?

2pm: PRODUCT INNOVATION MASTERCLASS
How to respond to consumer expectations: fabrics, washes, innovations, trends?
At Denim Première Vision, Spanish technology developer Jeanologia (Stand C2) launches its new software, QUANTUM. This digital simulator makes it possible to create virtual washes and «teleport» them directly onto the jeans, to simulate their final creative rendering.

QUANTUM thus creates a closer, direct link between design studios and production centres. A tool integrating Jeanologia’s «Design Digital Washing Revolution», where creativity, productivity and time-to-market are the main components.

QUANTUM can send up to 100 virtual finishes per day, thus shortening by eight weeks the creation-production cycle, from the conception of the finished product, to its manufacturing and creation.

QUANTUM solves the traditional problem of disconnection between the design centres and factories located many miles away.

In the words of Carmen Silla, Jeanologia Marketing Manager, «QUANTUM places the Brand Designer back in the centre of the entire development process. This tool will bring about a new highly creative era to the jeanswear world.»
www.jeanologia.com

Head over to stand C2 and embark on the QUANTUM experience! Demonstrations daily, held hourly from 10:30 am to 4:30 pm.
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 - Invest in Morocco) presents a new space dedicated to Moroccan creativity, featuring an exhibition called MADE IN MOROCCO, and for the first time ever at Denim Première Vision, is proposing an innovative, 100% MADE IN MOROCCO collection.

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.) – with alternative solutions that protect and respect the environment.

This exhibition is also an opportunity to underline the continually emerging skills of the Moroccan textile industry. The Moroccan textile and clothing industries are constantly evolving and exports are steadily growing. The sector enjoys the trust and support of all the country’s public and private players.

Opening cocktail for the exhibit
Wednesday 26 April at 12pm
www.invest.gov.ma

CONFERENCE: MOROCCAN DENIM CLUSTER SUSTAINABLE DEVELOPMENT, THE ENGINE FOR GROWTH

Producing in Morocco is a creative, sustainable 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 - Invest in Morocco) 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.gov.ma
cialiy, Denim 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/launderers/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 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 denimpremierrevision.com website
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.

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!

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

>> LET THE CIREURS «PIMP» YOUR SHOES!
WEDNESDAY 26 APRIL

10:30am: CONFERENCE - MOROCCAN DENIM CLUSTER SUSTAINABLE DEVELOPMENT, THE ENGINE FOR GROWTH
  > Conferences & Masterclasses area

12pm: MADE IN MOROCCO EXHIBITION – INAUGURATION
  > MADE IN MOROCCO area

12.30pm: DENIM TREND TASTING
  > Conferences & Masterclasses area

2pm: SMART CREATION MASTERCLASS
  > Conferences & Masterclasses area

4pm: INNOVATION MASTERCLASS
  > Conferences & Masterclasses area

6pm: DENIM HAPPY HOUR WITH MAROC EXPORT
  > MADE IN MOROCCO space

THURSDAY 27 APRIL

10am: DENIM TREND TASTINGS
  > Conferences & Masterclasses area

11:30am: THE TOMORROW TRENDS MASTERCLASS
  > Conferences & Masterclasses area

2pm: PRODUCT INNOVATION MASTERCLASS
  > Conferences & Masterclasses area

4pm: PRIZE AWARD: DENIM PREMIERE VISION HACKATHON
  > Conferences area
PEC / Paris Event Center
20 avenue de la Porte de la Villette
75019 PARIS
Métro : Porte de la Villette
Opening hours: 9.30 – 6:30pm

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