

## **DENIM PREMIÈRE VISION PURSUES ITS INTERNATIONAL ITINERARY IN 2019:**

### **MILAN - June 5 & 6 LONDRES - DECEMBER 4 & 5**

This 5 and 6 December at the Old Truman Brewery in London, Denim Première Vision marks another step in the transformation it initiated last May in Paris, when it unveiled a redesigned event format - with a new positioning, display, experiences, and destination - to meet the needs of the entire denim value chain and its players.

Exploring the different facets of contemporary denim, the show is aimed at all the creative fashion brands developing denim collections - fashion and luxury brands, pure jeanswear players, web players and more.

**The show is now an itinerant international event, organized alternately in different European cities with a fashion impact.**

The goal of Denim Première Vision is to provide industry professionals an opportunity to meet new markets, while simultaneously discovering new sources of inspiration.

Now multi-community and further removed from traditional vintage denim codes, the denim sector has adopted the seasonality of the fashion industry in terms of product creation and development.

After touching down in London, **in 2019 Denim Première Vision will be held in:**

- **Milan: at Superstudio Più, next 5 and 6 June 2019**
- **London: at the Old Truman Brewery, next 4 and 5 December 2019**

## **MILAN, THE ITALIAN CAPITAL OF DESIGN, FASHION AND DENIM**

The Denim Première Vision show alights for the first time in Italy's fashion capital next 5 and 6 June 2019, in an aim is to broaden the business outlook for its partners. The aim of the show is to touch down above all in mature markets offering denim professionals new business development opportunities.

The Lombard capital meets all the criteria the industry is looking for:

- **An inspiring city that constantly reinvents itself while capitalising on its historic cultural roots: a centre of influence for fashion, the industrial design sector...**
- **The centre of Italian fashion**, featuring a wide range of creative brands, from high street to luxury: the majority of brands have their headquarters in the city, and major fashion showrooms are also found here.
- **A historic denim capital** that saw the birth of pioneering industry brands, which are among the largest players in the sector.
- **An international city, well-structured and inviting for visitors:** transportation, hotels, shopping, culture, etc. ...

## **Guglielmo Olearo, Show Director, fills us in on the details:**

### **After London, what made you choose Milan?**

This initiative is part of our broader «roving denim» strategy, begun in 2018. We held the show in Paris in May and in London in December with a specific mission: to make the best use of geographic proximity and bring our exhibitors to markets with strong potential. Milan fits in perfectly with this strategy. The Lombard capital has a long history with denim, and the city is fostering a lot of truly contemporary and sophisticated concepts. So it made sense to include this city among our preferred locations. The event will take place next June, before the show returns to London in December 2019.



### **How will the show be implemented?**

We wanted to touch down in capitals with mature fashion industries, cities that can inspire our exhibitors and our brands. Milan is all of that, especially in Zona Tortona, a post-industrial neighbourhood thrumming with culture and creativity. It is a focal location of the big Italian houses, and we chose it because it has a storied past while continuing to invent new stories. We will bring together around a hundred

exhibitors, from no fewer than 16 countries. And the whole sector will be represented: from upstream with the weavers and manufacturers on through to finishings and treatments that give denim its washed, frayed look ... And, of course, all the components and treatments.

## **BACK TO LONDON IN DECEMBER 2019**

As an itinerant show, Denim Première Vision also intends to ensure a continuity between its various editions. While the show turns to new destinations to help businesses invest in new markets, the challenge also lies in building ongoing relationships between these various players.

The December 2019 edition will thus be held once again in London.

# JOIN -US

**5 & 6  
JUINE 2019  
IN MILAN**

SUPERSTUDIO PIU  
VIA TORTONA, 27 - MILANO

**4 & 5  
DECEMBER 2019  
IN LONDRES**

THE OLD TRUMAN BREWERY  
91, BRICK LANE, LONDRES

# CONTACTS

## PREMIÈRE VISION

Presse Manager

**Igor Robinet-Slansky**

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

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

i.robinet@premierevision.com

Communications Director

**Claudie Le Souder**

c.lesouder@premierevision.com

2° BUREAU

+33(0)1 42 33 93 18

**Marie-Laure Girardon**

+33(0)6 82 40 73 27

m.girardon@2e-bureau.com

**Sylvie Grumbach**

sylvie@2e-bureau.com

## MONET + ASSOCIÉS

+33(0)4 78 37 34 64

**Véronique Bourgeois**

+33 (0)6 64 22 55 56

vb@monet-rp.com

**Julie Adam**

+33 (0)7 86 82 60 61

julie@monet-rp.com

**Mélanie Da Rui**

+33 (0)6 58 98 85 75

mr@monet-rp.com