

IN PARIS, DENIM PREMIÈRE VISION CAPTIVATES WITH A NEW FASHION AND BUSINESS CONCEPT GEARED TO CONTEMPORARY DENIM

NEXT STOP: LONDON!

MAY
23-24
2018

DENIM

PARC FLORAL DE PARIS

On 23 and 24 May at the Parc Floral in Paris, Denim Première Vision introduced its new, semi-itinerant format dedicated to the contemporary denim and creative fashion markets.

Focused, user-friendly and business-oriented, this redesigned first edition of Denim Première Vision marked the turn of the show towards a highly fashionable and contemporary positioning. This was reflected in the select, specialized and international offer, a brand-new informative and forward-looking trend decoding, strengthened discussions around issues of eco-responsibility in the sector, a new and more efficient look and lay-out, and finally a program of seminars and workshops filled with visitors.

A NEW VISITOR TARGET

Some 1,400 mid- to very-high-range fashion brands, designers, luxury players, pure web players, and jeanswear leaders answered the call to this new concept.

The show greeted its new visitor-target in the heart of the beautiful Parc Floral de Paris, a veritable oasis of greenery a few steps from the cultural richness and inspiration of the world's fashion capital. Trade visitors, 60% international, were won over by the first session of this roving show, and are already awaiting the next edition, to be held on December 5 & 6 at the Old Truman Brewery in London.

Attendance was 78% European, led by France followed by Italy, the United Kingdom, Turkey, Spain Germany and the Netherlands.

A°19 W°20

PRESS RELEASE | 29 MAY 2018

Denim
PREMIÈREVISION

VISITORS AT THE SHOW

& OTHER STORIES / ADIDAS / ALFRED DUNHILL / ARKET / ARMAND THIERY / ASOS.COM / ATELIER TUFFERY / BA&SH / BEAUMANOIR / BERSHKA / BESTSELLER / BLUMARINE / BONOBO / BONPOINT / BURBERRY / CAMAIEU / CARREFOUR / CELIO FRANCE / CHANEL / CHEVIGNON / CHLOE / CHRISTIAN DIOR / CHRISTIAN DIOR HOMME / CITADIUM / CLAUDIE PIERLOT / COMPTOIR DES COTONNIERS / CYRILLUS / DEVRED / EKYOG / EL CORTE INGLES / ESPRIT / FAST RETAILING / FREEMAN T. PORTER / GALERIES LAFAYETTE / GRUPO CORTEFIEL / H&M / HUGO BOSS / IKKS MEN & WOMEN / INDITEX / ISSEY MYAKE / JACADI / JULES / KAPORAL / KENZO / KIDILIZ GROUP / KOCHÉ / L'ECLAIREUR / LA REDOUTE / LACOSTE / LEVI'S / LVMH / MAISON STANDARDS / MANGO / MARITHE FRANCOIS GIRBAUD / MARKS AND SPENCER / MISS SELFRIDGE / MONOPRIX / MONSIEUR T / NOTIFY / OKAIDI / PAUL & JOE SISTER / PRINTEMPS / PROMOD / PULL&BEAR / RAG & BONE / REDSKINS / REPETTO / RIVER ISLAND / SANDRO / SAVOAR FER / SPRINGFIELD / STRADIVARIUS / TALLY WEIJL / THE KOOPLES / TOMMY HILFIGER JEANS / TOPSHOP / TRUSSARDI / UNIQLO / VANESSA SEWARD / VICTORIA BECKHAM / VIVIENNE WESTWOOD / ZADIG ET VOLTAIRE / ZARA

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INITIATIVES AND STANCES APPLAUDED BY THE SECTOR

A selective offer, a new fashion forum that resituates materials and creativity at the heart of the show, an unprecedented and inspiring collaboration with designer Lutz Huelle, a much-appreciated space dedicated to responsible innovations, forward-looking and complementary fashion seminars that were eagerly attended, a new socio-cultural conference on the future challenges of denim that was packed, a warm and friendly happy hour... **all the strategic actions put in place by Denim Première Vision contributed to the transition marked by the latest edition.**

A SELECTIVE AND SPECIALISED INTERNATIONAL OFFER

- **73 exhibitors** chosen from among the top specialists in Europe, Turkey, the Mediterranean Basin and Asia.
- An offer enriched by an **SMQ Corner - an area dedicated to small quantities** - to adapt to the needs of the industry's newest players.

A CONCRETE AND COMPLEMENTARY ANALYSIS OF THE AUTUMN-WINTER 19-20 TRENDS

- **A creative collaboration with designer Lutz Huelle** around the season's 5 key themes *Impact Tailoring - Wild & Wooly Denim - Evening Denim - Active Denim - Extroverted Street* to underpin the inspirational content found at the show.
- **A reorganisation of the fashion forum** into two areas: an inspirational forum and a forward-looking forum.
- **Three new complementary fashion seminars, and a link to market needs :**
 - An inspirational forum created by the show's fashion team,
 - A fashion seminar dedicated to shapes and cuts for autumn-winter 2019-20 by Lucia Rosin - Meidea,
 - A seminar decoding spring summer 19 with Alexandra Van Houtte - Tagwalk.

FIND THE FASHION BREAKDOWN FOR AUTUMN WINTER 19-20
IN THE A19 W20 DENIM HIGHLIGHTS DOCUMENT
AVAILABLE ON THE SHOW'S WEBSITE.

SMART CREATION - A STRENGTHENED VOICE FOR SUSTAINABLE DENIM

- **The DENIM SMART SQUARE: a space dedicated to eco-responsibility** to guide brands in their growing search for transparency and sustainable sourcing.
- **3 exclusive workshops organized by BLUESIGN®** to encourage companies to improve their performance in terms of sustainable development.

A NEW MORE EFFECTIVE SHOW LAYOUT AND DESIGN

A new stand and exhibitors organised by activity sector, for an easier reading of the offer.

FUTURE IS BRIGHT: A NEW SOCIO-CULTURAL MASTERCLASS

- A conference underlining an optimistic approach to the future of denim, presented by Pascal Monfort of the REC TRENDSMARKETING agency designed for those looking to move forward: designers, buyers, product managers, marketing managers, communication officers, brand managers, etc.



NEXT STOP : LONDON!

To play on the **proximity with fashion and creative markets**, while also proposing a new inspiring location for the industry, the show will be held at **the Old Truman Brewery in London next 5 and 6 December 2018**, in the heart of buzzing East London, a fashion, art and cultural district

An event eagerly awaited by a market enthusiastic over the idea of this new destination, so promising in terms of the offer, exclusive experiences and new collaborations.

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