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PARC FLORAL DE PARIS

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Denim
PREMIÈREVISION

WITH A FULL DECODING OF FASHION, INNOVATION AND ECO-RESPONSIBILITY, DENIM PREMIÈRE VISION SETS ITS SIGHTS ON CONTEMPORARY DENIM

Reaching out to fashion brands developing contemporary denim collections, Denim Première Vision puts fashion, innovation, denim products and know-how at the core of two days dedicated to creation on May 23 and 24 at the Parc Floral in Paris:

- Inspiration, **forward-looking fashion directions**, decodings and analyses of **concrete and complementary trends**, to meet the challenges of all fashion and denim markets:
 - **Carte blanche to designer Lutz Huelle** via 5 seasonal themes:
Impact Tailoring - Wild & Wooly Denim - Evening Denim - Active Denim - Extroverted Street.
 - **A fashion forum reorganised around** two areas:
 - an inspirational forum,
 - a forecasting forum.
 - **3 new fashion seminars:**
 - An inspirational seminar by the show's fashion team,
 - A fashion seminar dedicated to autumn winter 2019-20 fits by Lucia Rosin (Meidea),
 - A seminar decoding spring summer 2019 with Alexandra Van Houtte (Tagwalk).
- The **Denim Smart Square: a space dedicated to eco-responsibility** to guide brands in search of transparency and sustainable sourcing..
- **« The Future is bright »: a new socio-cultural master class** for an optimistic approach to the future of denim, presented by Pascal Monfort of the REC agency, designed for those looking to move forward: designers, buyers, product managers, marketing managers, communication officers, brand managers, etc.
- **A selective and specialised international offer**, featuring an **SMQ Corner - an area dedicated to small quantities** - to adapt to the needs of the industry's newest players.
- And **a new show layout**, to showcase and promote exhibitors' collections and new developments.

COMPLETE INFORMATION AND THE FULL PROGRAM OF THE NEXT EDITION
CAN BE FOUND BELOW AND ON THE WEBSITE DENIMPREMIEREVISION.COM

SIGHTS SET ON FASHION AND CREATIVITY

For autumn winter 2019-20, Denim Première Vision is broadening its fashion approach and moving into new fields of inspiration and new markets, with re-imagined fashion information and spaces, a creative collaboration with designer Lutz Huelle and new seminars adapted to the changing fashion and denim markets.

From inspiration to materials, creation to realization, Denim Première Vision's fashion information explores **5 main themes**, developed by the show's fashion team for autumn winter 2019-20, designed to inspire and showcase the richness and modernity of denim, along with its creative impact on diverse approaches and markets:

ACTIVE DENIM

Sport steps to the fore and mixes an indigo aesthetic with functionality and comfort. Products combine natural and synthetic fabrics with added performance, and sketch out dynamic silhouettes with ever more refined stretch fabrics.

WILD & WOOLY DENIM

A truly fashion-oriented theme where silhouettes communicate protection and warmth with odd, impulsive and friendly visuals. Boldly dishevelled, diffuse and random visuals sketching out a high-fantasy winter wardrobe.

IMPACT TAILORING

A tailored influence gives birth to a wardrobe combining a clean and detailed austerity with real color impact. Hybrid and sophisticated looks mixing suppleness and rigidity, neatness, heaviness and lightness together in the silhouette.

EVENING DENIM

Denim infuses fancy evening looks with dazzling silhouettes. Looks mix together fantasy and boldly take on shine, while fabrics draw on silk, embroidery and lace registers.

EXTROVERTED STREET

A streetwear championing contrast, with engaged graphics and powerful geometrics. Urban silhouettes play on combinations of blues, creating offbeat workwear shapes, bumpy aspects and highly extroverted visuals.

CARTE BLANCHE GIVEN TO DESIGNER LUTZ HUELLE

More than ever, denim today plays a key role in the fashion industry. To accompany this evolution towards contemporary, firmly fashion-oriented denim, Denim Première Vision has elected for the first time to give carte blanche to a designer from the worlds of fashion and couture: Lutz Huelle.

Anti-classical and skilled at deconstructing garments, Lutz Huelle proposes a hybrid and «decontextualized» vision of clothing that inspires denim with new shapes, combined with new materials and moving into new markets.



Lutz Huelle, Spring Summer 2018
Photos © Gio Staiano



CARTE BLANCHE GIVEN TO DESIGNER LUTZ HUELLE

EXTRACT FROM THE JOINT INTERVIEW OF LUTZ HUELLE AND PASCALINE WILHELM.
THE FULL INTERVIEW CAN BE FOUND ON THE WEBSITE: DENIMPREMIEREVISION.COM

The show has decided to give carte blanche to a designer. Why have you made this choice? And why Lutz Huelle?

Pascaline Wilhelm, Fashion Director of Première Vision:

«We are at a very specific moment in time where the worlds of denim and fashion are moving closer together, and it seemed logical to us to illustrate this proximity by working with a designer. Denim is undergoing great changes these days. After its cowboy and rebel periods, it is now turning towards hybridization, combination, and customisation. This corresponds very closely to the work of Lutz Huelle who is a pioneer in this area, playing with mixtures of codes, acting on the structure and the use of the garments. His strongly couture approach, which is both visual and poetic, is the perfect illustration of the current movement»



Lutz, in what spirit did you accept this invitation?

Lutz Huelle : «Firstly, I would like to say that I find it very interesting that a show wants to work with a designer. It's a first, but it's also very logical, as we are working together on the future of material and fashion. In more concrete terms, I think that the point of view of a designer can be very useful for exhibitors, as we are a direct link with the client, and thus with the reality of the market.



The rules of fashion design and consumption have now been completely reinvented. Collaborating with Denim Première Vision on the different opportunities offered by denim is an interesting and exciting way to show that there are no boundaries when it comes to this versatile material. Today, it's impossible not to use denim in a collection, whether it's a casual and sporty collection or a high-end, formal and luxury collection.

No other material is so versatile, whether in the classic sense of the 5-pocket jeans or the denim jacket, but in any other type of clothing item as well, from dresses to coats, skirts, knits, etc. I've always liked the idea of using denim as a solid, portable and classic material, to take it out of its original context, to make it elegant and feminine, to nudge it towards a more extreme silhouette by combining it with other materials, or simply giving it new shapes.»

www.lutzhuelle.com

A NEW AND UPDATED TRENDS AREA

Elaborated in the context of the new collaboration between designer Lutz Huelle and the show's fashion team, the Denim Trends Area is broken down into 2 parts:

AN INSPIRATIONAL FORUM

Lutz Huelle will exhibit exclusive pieces from his collections echoing the 5 themes of the season. Developments specifically made by a selection of exhibitors - including fabrics and finishings - echoing the designer's pieces will illustrate a fashion vision and the season's main directions.

A FORWARD LOOKING FORUM

To accompany brands and designers in the elaboration of their denim collections and facilitate their visit to the show, highlights from the offer will be presented using a selection of exhibitors' products and expertise - fabrics, accessories and components , manufacturing / washings / finishings - organized to mirror the 5 themes of autumn winter 2019-20.

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3 NEW FASHION SEMINARS TO FIND INSPIRATION, ANALYSIS AND READY-TO-USE SOLUTIONS

AN INSPIRATIONAL SEMINAR

by the show's fashion team - **Wednesday 23 & Thursday 24 at 11:30 am**

A brand new approach to decoding the season: A focus on the autumn winter 2019-20 fabrics, finishings and seasonal influences illustrated with the exhibitors' latest developments.

A FASHION SEMINAR DEDICATED TO THE AUTUMN WINTER 2019-20 FITS

by **Lucia Rosin (Meidea)** - **Wednesday 23 at 1:30 pm & Thursday 24 at 1 pm**

A modern approach to trends with a focus on lifestyle and fits.

Established in 2004 in the Northeast of Italy, Meidea is a creative studio that unifies a group of skilled professionals with international experience in textiles, fashion, graphics and architecture, connected to their craftsmen roots. Meidea collaborates in collection innovation with the most important companies in the denim world: Brands, Denim Mills, Accessories and Laundries. Starting from research of trends worldwide and an archive of more than 4,000 garments, Meidea creates the guidelines of the collection.

A SEMINAR DECODING SPRING/SUMMER 19

with **Alexandra Van Houtte (Tagwalk)** - **Thursday 24 at 2:30 pm**

Trends and must-have products for spring summer 2019 thanks to a data analysis by Tagwalk: analysis of the latest catwalk shows, the right denim products, collection updating...

Tagwalk is the leading B2B research engine that specialises in runway referencing. Tagwalk's professional database enables the industry to have access to qualitative and quantitative data in order to analyse, forecast, and understand industry trends. Tagwalk references every image from the womenswear and menswear collections across the four fashion capitals, as well accessories, models and street style.

DENIM SMART SQUARE, A SPACE DEDICATED TO RESPONSIBLE CREATION

Responsibility, integrated into the dynamics of style, performance, innovation and creation, has become a true competitive advantage for fashion industries. It also represents a crucial challenge for the denim sector, one of the most advanced industries in this area.

Through its Smart Creation platform, Première Vision proposes a range of studies and actions to identify and communicate its exhibitors' initiatives in terms of responsible production and creation.

Denim Première Vision has adapted its Smart Creation program to the denim industry and is presenting a special area, the **Denim Smart Square** :

- **SMART LIBRARY** : discover the latest responsible-denim **developments and innovations** through 15 products and innovations, including materials and finishings, from exhibitors' collections.
- **SMART WARDROBE** : exhibits the creativity of sustainable denim via a selection of finished products resulting from responsible sourcing and production.
- **SMART TALK with Denim Alliance**: Headed up by Helene Smits, founder of *Stating the Obvious - Circular Fashion Agency*, in collaboration with the *Alliance for Responsible Denim* represented by Lori Divito, a roundtable dedicated to the circular economy from a denim point of view. A panel of experts will present concrete examples and explore future opportunities in the value chain, looking at all angles
Wednesday 23 May at 3pm - List of speakers to be communicated.



DISCOVER A SELECTION OF THE SHOW'S EXHIBITORS'
ECO-FRIENDLY INITIATIVES ON THE WEBSITE

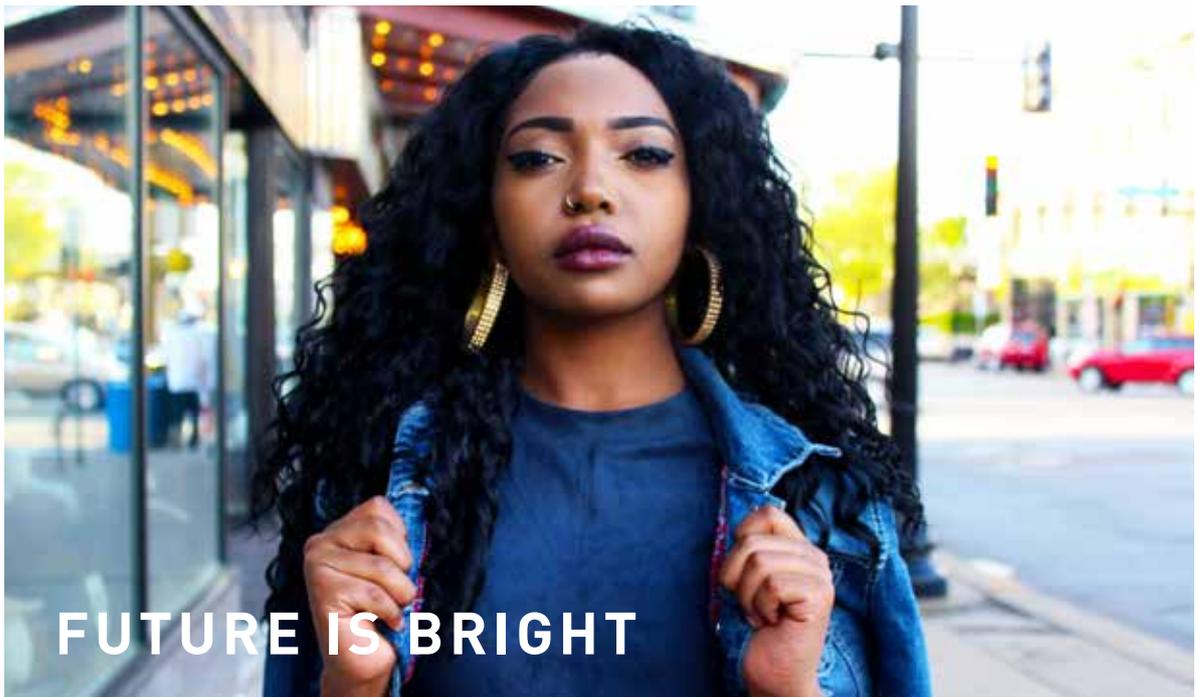
A BOLD NEW MASTERCLASS: «THE FUTURE IS BRIGHT»

Because, as a societal phenomenon, denim evolves along with society and each new generation, because innovation and creation are at the heart of indigo fabrics, Denim Première Vision will be hosting **a socio-cultural master class presented by Pascal Monfort**, founder of the REC TRENDSMARKETING agency, on the theme: *«The Future Is Bright»*.

“What if we dreamed while awake? (...) Let’s Live Without Filters and Without Regrets.” These are just some of the messages actual young people are conveying in a recent video broadcast by ASOS. It’s a time for joy and *“everything is possible”*. The moment has rarely spanned so many smiles, so much sharing, freedom, colours and kindness! Out with complaints, hardships are only fortuitous incidents and upsets only extraordinary opportunities. Rarely have questions found so many answers; rarely have doubts resulted in so many solutions.

During a 75-minute conference, REC TRENDSMARKETING sheds light on the fashion industry’s bright present, reminding us that denim fits in perfectly with this positive context ... provided, of course, we approach things with optimism and creativity.

WEDNESDAY 23 MAY, 5PM - 6:30 PM
MASTER CLASS FOLLOWED BY A VERY HAPPY HOUR



A SELECTIVE AND INTERNATIONAL OFFER SERVING ALL THE DENIM AND FASHION PLAYERS

Denim Première Vision presents a fine quality international offer, with complementary know-how from **75* exhibitors selected from among the top specialists in Europe, Turkey and Asia** - weavers, manufacturers of components and accessories, garment manufacturers / laundries / finishers.

In order to reposition the exhibitors' products and the developments at the heart of the show, a new stand and a new show layout by activity sector will allow a better readability of the offer.

** provisional figure as of April 5, 2018, prior to the last selection committee*



THE SMQ CORNER

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LE SMQ CORNER

Young designers, niche brands or pure players on the Web, adding to a capsule collection or for just a few pieces in their ready to wear lines, all now integrate denim in their collections.

To address the emergence in recent years of these new players in the fashion and denim markets, the show launched the SMQ (Small Minimum Quantity) Corner in November 2017. The space, dedicated to small quantities, is found again at the show this season, with a strengthened presence:

- a selection of garment manufacturers and laundries from Italy, Morocco, Portugal and Turkey able to combine speed, flexibility, technical knowledge, proximity and services with the ability to produce flexible volumes.

A NEW ROVING EVENT FOR FASHION BRANDS

As it approaches its 10th anniversary, Denim Première Vision undergoes a new transformation - in terms of destination, positioning, programming and team - setting **forth new goals for itself, with a redesigned event format to better meet the needs of the entire value chain of denim and all its players.**

Reaching out directly to fashion brands that have seized on denim to create contemporary collections, Denim Première Vision is now becoming an itinerant, roving event - alternating its shows between Paris, the capital of world fashion, and another European city with a fashion influence.

To play up **a close proximity with fashion and creative markets**, while proposing new inspirational locations for the industry, the show will be held:

- at the **Parc Floral de Paris next 23 and 24 May 2018,**
- at the **Old Truman Brewery in London next 5 and 6 December 2018,** in the heart of East London, a fashion, art and culture district.

The Denim Première Vision team has also evolved.

Guglielmo Olearo, Director of International Shows at Première Vision, is taking over as **Show Director of Denim Première Vision**, and **Fabio Adami Dalla Val** will be serving as **Show Manager.**



Guglielmo Olearo



Fabio Adami Dalla Val

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