

THE DENIM BASH

DENIM PREMIÈRE VISION MARKS ITS 10TH ANNIVERSARY WITH A FUN AND DYNAMIC EDITION FULL OF EXPERIENCES



Last November 14th and 15th,
DENIM PREMIÈRE VISION celebrated
its 10th anniversary with a fun and trendy
atmosphere to foster discussion and
the creative process, a double event
combining business, culture
and inspiration:

FASHION, CULTURE & FUN

the DENIM BASH.

The much acclaimed 'experiential' dimension of the show, further strengthened this season, was a great success, thanks to a new, cutting-edge program. Both at the trade show and at the very first DENIM POP UP STREET open to the public in the fashion and cultural district of the Marais in Paris, the creative avant-garde, discovery and interactivity were placed firmly at the heart of the edition.

Some 2,000 visitors came to discover innovations and new creative developments from 80 exhibiting companies for the spring summer season 19. International visitors remained steady, at 66%, and were above all selective and diversified, reflecting a changing denim market.



Indeed, the entire denim industry value chain is undergoing a profound cultural and structural change. New generations of consumers are responding to different codes. The international denim community, up till recently quite homogenous, is now made up of a multitude of players, with quite varying profiles and new values, which all must be taken into account.

True to its values of selectivity, creativity and forward-looking innovation, DENIM PREMIÈRE VISION is committed to adapting to these changes, and is confident in the face of this rapidly changing market. The signs of dynamism perceived at this last edition augur well for future sessions.

After setting the pace for 20 seasons, Denim Première Vision is ready to continue to inspire, bring together and influence the many different denim and fashion communities for the next 10 years and more!



HIGHLIGHTS OF A BOLD AND COHERENT DOUBLE EVENT

1. AN UNRIVALLED HIGH-QUALITY OFFER - THE MOST SELECTIVE, INNOVATIVE AND CREATIVE IN THE SECTOR

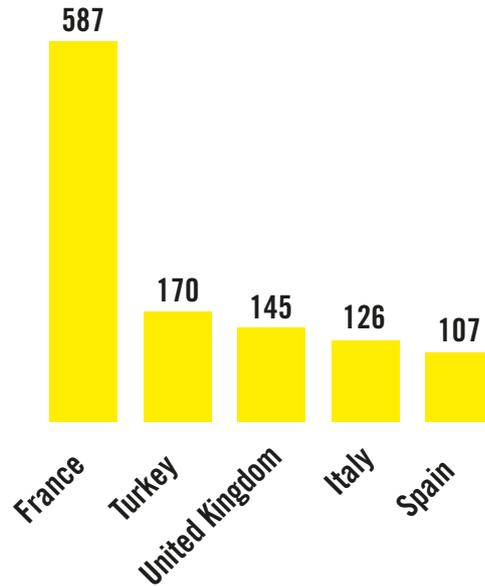
- Know-how and developments from **80 international exhibitors from 17 countries**,
- **A new space dedicated to small quantities, the SMQ Corner, adapted to the new needs of brands and designers:** a selection of fashion manufacturers, laundries and finishers offering rapidity and reactivity, technical and technological know-how, a quality and proximity service, fast time-to-market, and above all flexibility in terms of production volumes.

2. QUALITY VISITORS, WELL-SUITED TO THE INDUSTRY'S NEW CHALLENGES

- **2,000 international visitors (66%) from over 50 countries:** buyers, designers, creatives and order-writers - from the leading markets in the denim and fashion industry (Europe in the lead).
- **1,100 companies with varied profiles**, representing new targets and potential developments for exhibitors: pure players, premium and high-end creative fashion brands, major retail groups, independent designers, young brands and designers, luxury players...



THE TOP 5 VISITING COUNTRIES



AMONG THE VISITORS

1.2.3 - ADOLFO DOMINGUEZ SA - AGNES B - ALEXA CHUNG - AMAZON
 AMERICAN EAGLE - AMERICAN VINTAGE - AMI PARIS - ARMAND THIERY
 ASOS.COM - BENETTON - BERENICE - BERSHKA - BESPOKE DENIM - BESTSELLER
 BIZZBEE - BONOBO JEANS - BONPOINT - BRICE - CACHE-CACHE - CAMAIEU
 CARREFOUR - CASINO - CELIO - CHEVIGNON - CHLOE - CHRISTIAN DIOR HOMME
 CLAUDIE PIERLOT - DES PETITS HAUTS - DEVRED - EKYOG - EL CORTE INGLES
 ESPRIT - FINGER IN THE NOSE - FREEMAN T PORTER - G STAR RAW - GALERIES
 LAFAYETTE - GAP - GARCIA JEANS - GERARD DAREL - GRAIN DE MALICE - GROUPE
 BEAUMANOIR - GRUPO CORTEFIEL - H&M BRANDS - IKKS JUNIOR - IKKS WOMEN
 INDITEX - JACADI - JACK & JONES - JENNYFER - JOES JEANS - JULES - KAPORAL
 KENZO - KERING - KIABI - KILIWATCH - KOOKAI - LA HALLE - LA REDOUTE - LC.WAIKIKI
 LEE COOPER - LEVI'S - LONDON JEANS - LOUIS VUITTON - LVMH - MAISON KITSUNE
 MAISON LABICHE - MARKS AND SPENCER - MONOPRIX - MONSIEUR-T. - NEW LOOK
 NEXT - NOTIFY - NUDIE JEANS - PAULE KA - PEPE JEANS - PIMKIE - PRIMARK
 PROMOD - PULL AND BEAR - RALPH LAUREN - REDSKINS - RENAISSANCE - RICA
 LEWIS - RIVER ISLAND - S. T. DUPONT - SHOWROOMPRIVE.COM - STRADIVARIUS
 SUD EXPRESS - TALLY WEIJL - TEDDY - TESCO STORES - THE KOOPLES - THE STING
 TOMMY HILFFIGER - TOPSHOP - URBAN OUTFITTERS - VIVIENNE WESTWOOD
 WEEKDAY - ZANNIER - ZAPA - ZARA

3. AN ADVANCED PROGRAM AND THEMES ADAPTED TO THE INDUSTRY'S CURRENT AND FUTURE CHALLENGES

- **8 workshops and conferences moderated by select speakers** and recognised experts, focused on 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
- **The resounding success of the DENIM POP UP STREET, rue du Vertbois in Paris:** a privatized street in the heart of Paris's hip, fashionable Marais, featuring artists and happenings ... a novel concept that brought denim creativity closer to the consumer through collections and designs from cutting-edge brands and artists..

TAKE A DETAILED LOOK AT THE DENIM POP UP STREET



- **A fun and festive setting for a trendy, arty and surprising 10th anniversary:** a birthday party in a new, unique venue that brought visitors, exhibitors, influencers, artists, and denim lovers together for an evening celebrating 20 seasons of inspiration and denim culture..
- The 3rd edition of the **PREMIÈRE VINTAGE MARKET**, for added inspiration and an exclusive shopping experience.



4. A MORE DYNAMIC, INTERACTIVE AND EXPERIENCE-BASED SHOW URBANISATION

- **The DENIM TRENDS AREA: an updated trend area now even more focused, readable and selective in the heart of the show.**
 - **A true working tool** for denim or fashion brands looking to decode the SS 19 season's directions, and find new developments for their next collections.
 - Forward-looking inspiration through **a creative interpretation of the season by 8 international avant-garde designers** presenting 16 silhouettes designed and created in collaboration with a selection of exhibitors.



Get the full decoding of the season by the show's fashion team in the Denim Trends Watch, found here :

DENIM TRENDS WATCH ↓

- **A show designed to foster connections and conviviality** between the visiting industry professionals, with places to meet and network at the heart of the show, Food Trucks & a DJ set at a fun and free lunch, and privileged services, including a welcome coffee, a concierge etc...



MAY 2018 : NEW VENUE, NEW EXPERIENCES

Always a pace setter, DENIM PREMIÈRE VISION is changing location starting with the next edition. While remaining in Paris, the show will move to the Parc Floral de Paris on the southeast side of the world's fashion capital, next 23 and 24 May.

In a location that's full of character and easy to access, the show will be held in an historic building with industrial accents.

DENIM PREMIÈRE VISION will also present an updated urbanisation format, with stands in a «boutique» spirit, more adapted to the changing market and the new behaviours of the industry and fashion players.

An event sure to be full of inspiration, experiences and surprises!

JOINS US
23 & 24 MAY 2018

PARC FLORAL DE PARIS
Route de la Pyramide – Paris 12^{ème}



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Denim
PREMIÈREVISION

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