

# R(E)VOLUTION

DENIM PREMIÈRE VISION :  
AN **EXCITING** EDITION  
FOCUSED ON THE FUTURE  
AND **INNOVATION**

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The denim R-EVOLUTION is on! On the eve of the show's 10th anniversary, the international denim community discovered a completely rethought event, fully engaged with the market and the industry, last 26 and 27 April at the Paris Event Center (PEC). A challenging and inspiring edition focused on innovation and technology.

APRIL 26-27, 2017  
PARIS • EVENT CENTER

Denim  
PREMIÈREVISION

R-EVOLUTION IS ON!

A more experiential show, with a new program hailed for its quality and forward-looking vision by all 84 exhibitors and 2,000 visitors:

- The **1<sup>st</sup> Denim Hackathon**: a forward-looking vision and development inroads for the denim of the future, with the participation of students from the top European fashion and technology schools  
    >> **Results below**
- The **Tech Innovation Scene**: A new inspiration area dedicated to innovation and technology to conceive a new kind of denim, aligned with the market's new needs: climatic performance or thermal activation, luminosity, augmented reality, robotics and connected denim...
- The **Denim Masterclasses**, in partnership with **Sportswear International**, to decode and explore the denim industry's latest innovations and coming developments: Smart Creation, Innovation, Tomorrow's Trends, Product Innovation  
    >> **A round-up by Sportswear International can be found on our website, [denimpremierevision.com](http://denimpremierevision.com)**
- The **Premier Vintage Market**, in collaboration with **Denim Boulevard**: a place for inspiration and exclusive shopping
- The **"Phygitale" Trends Area**: an immersive, interactive inspirational space at the entry to the show, to dive right into the heart of autumn-winter 2018-1.  
    >> **Trends Watch can be downloaded from the website: [denimpremierevision.com](http://denimpremierevision.com)**



**Another highlight of this edition: a new physical design of the show** to enhance its friendly ambiance, and strengthen ties within the community:

>> Non-linear stands, places to meet and network right in the heart of the show - food court, rest areas, special services - welcome coffee, lunch, champagne - a festive Happy Hour...

Lastly, **to guide industry professionals and increase their visit efficiency**, Denim Première Vision proposed new tools:

- **A streamlined selection of the products presented in the Denim Trends area**, to simplify the reading of the season directions elaborated by the show's fashion team.
- **QR codes** on these items to flash with the Denim Première Vision app - to create an individual selection of photos and product info, organise custom itineraries, and store a memo of personal "bests".
- An exclusive **innovation itinerary** at the show to keep up with exhibitors' **latest technical and technological developments**.



**>> MORE THAN 2,000 VISITORS AND 1,220 COMPANIES**

This second edition of the show following its return to the world capital of fashion and creativity welcomed a stable number of companies compared to last November.

1,220 companies with varied profiles, representing new targets and potential developments for exhibitors: **pure players, premium and high-end creative fashion brands, major distribution groups, independent designers, young brands and designers, luxury players...**

In all more than 2,000 visitors -buyers, designers, creatives and order-writers - from the leading markets in the denim and fashion industry (Europe in the lead), came together at the show.



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**>> ATTENDING THE SHOW**

1083 - 7 FOR ALL MANKIND - ALAIN FIGARET - ALEXA CHUNG - ALFRED DUNHILL - ALL SAINTS - AMERICAN VINTAGE - ARMAND THIERY - ATELIERS DE NIMES - BABY DIOR - BALENCIAGA - BALMAIN - BEAUMANOIR - BENETTON - BERSHKA - BESTSELLER - BONOBO JEANS - BONPOINT - BOOHOO.COM - BRICE - C&A - CACHE-CACHE - CAMAIEU - CARREFOUR - CARVEN - CHEVIGNON - CHLOE - CHRISTIAN DIOR - CHRISTIAN LACROIX - CLAUDIE PIERLOT - CYRILLUS - DIESEL - DIOR HOMME - EL CORTE INGLES - ESPRIT - ETAM - FATHER AND SONS - FREEMAN T. PORTER - GALERIES LAFAYETTE - GAP - GERARD DAREL - GIVENCHY - GROUPE ZANNIER - GRUPO CORTEFIEL - H&M - HERMES - IKKS - INDITEX - JENNYFER - JULES - KAPORAL - KENZO - KERING - KILIWATCH - LA REDOUTE - LACOSTE - LEE - LEE COOPER - LEVI'S - MANGO - MARKS AND SPENCER - MAT DE MISAIN - MAX MARA - MONKI - MONOPRIX - MORGAN - NIKE - NUDIE JEANS - OKAIDI - OSKLEN - PATRIZIA PEPE - PEPE JEANS - PIMKIE - PRIMARK - PROMOD - PULL&BEAR - RALPH LAUREN - REDSKINS - REIKO JEANS - RIVER ISLAND - SAINSBURY'S - SAMSOE & SAMSOE - SEZANE - STRADIVARIUS - TALLY WEIJL - TARGET - THIERRY MUGLER - TOPSHOP - UNDERCOVER PROJECT - UNIQLO - VERT BAUDET - VICTORIA BECKHAM - VILLEBREQUIN - VIVIENNE WESTWOOD - ZADIG ET VOLTAIRE - ZARA

## >> THE 1<sup>ST</sup> DENIM HACKATHON –CREATING THE DENIM OF THE FUTURE

For nearly 48 hours, in a special, specifically equipped «Hackathon Room», Denim Première Vision welcomed **5 teams, each made up of 5 students from Europe's most renowned fashion and technology schools, to an unprecedented competition to think-up the denim of the future:**

- >> 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)

These talented Millennials doubled down on inventiveness, ideas and creativity to together come up with a new, innovative and inspiring project to open the door to new denim developments (a product innovation, a strikingly-new brand concept, marketing strategy, etc.), guided in their thought process by **3 expert mentors with backgrounds in 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

At the close of the 2-day competition, their projects were presented to the Jury:

- **Catherine Anderson Jones** : Présidente du 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 PRIZE:

The winning team took home 5,000 € and will receive 6 months of professional coaching from Denim Première Vision. The winning project will also gain international visibility thanks to the show's various communication tools. Lastly, the project's development will be presented at the November 2017 edition.

## >> THE CHIMERA TEAM WON THE DENIM HACKATHON PRIZE

After Jury deliberation, the **CHIMERA team won the first-ever Denim Hackathon Prize.**

### CHIMERA team:

Maeva Ecrepont – Hetic

Femke Jonkmans – AMFI

Marie Jouannin – Ecole Duperré

Alex Kpenou – Ecole 42

Emma Raphaëlle Rotenberg – Istituto Marangoni

«We named our team CHIMERA to reflect the fact that it brought two different universes – fashion and tech, usually thought to be incompatible – together on one project. The name also alludes to the transformative ability of our project. We started off thinking of Mystique, the Marvel cartoon character, but we didn't like the sound of that. So we played around with synonyms for metamorphosis and came up with Chimera!»

*Maeva Ecrepont*



## >> THE CHIMERA DENIM PROJECT: ONE DENIM, EVERY FIT !

For the CHIMERA team, the denim of the future is: **connected, functional, innovative, creative and sustainable.** This is the direction the team selected, studied and worked on for 2 days.

**The target ?** The busy-fashion-wonder-woman who's looking for a comfortable denim that will fit her style and silhouette, with a casual but chic look.

**The concept ?** With the tagline, "One denim, every fit!", the idea was to propose a denim jean that's adjustable in terms of shape and fashion trends. A «many jeans in one» denim to satisfy the many moods of the wearer.

**The mission?** CHIMERA DENIM is an "augmented" jean, with an adjustable shape that can, via a mobile app, be adapted to different fits, looks and styles.

**Smart jeans,** made from bi-stretch denim enhanced with a new robotics-derived technology, so the CHIMERA DENIM can go from skinny to flare, slim to boyfriend – whichever style is preferred.



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JOIN US NEXT 14 & 15 NOVEMBER 2017  
TO CELEBRATE THE 10<sup>th</sup> ANNIVERSARY OF  
DENIM PREMIÈRE VISION  
AT THE PARIS EVENT CENTER (PEC)

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[WWW.DENIMPREMIEREVISION.COM](http://WWW.DENIMPREMIEREVISION.COM)

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