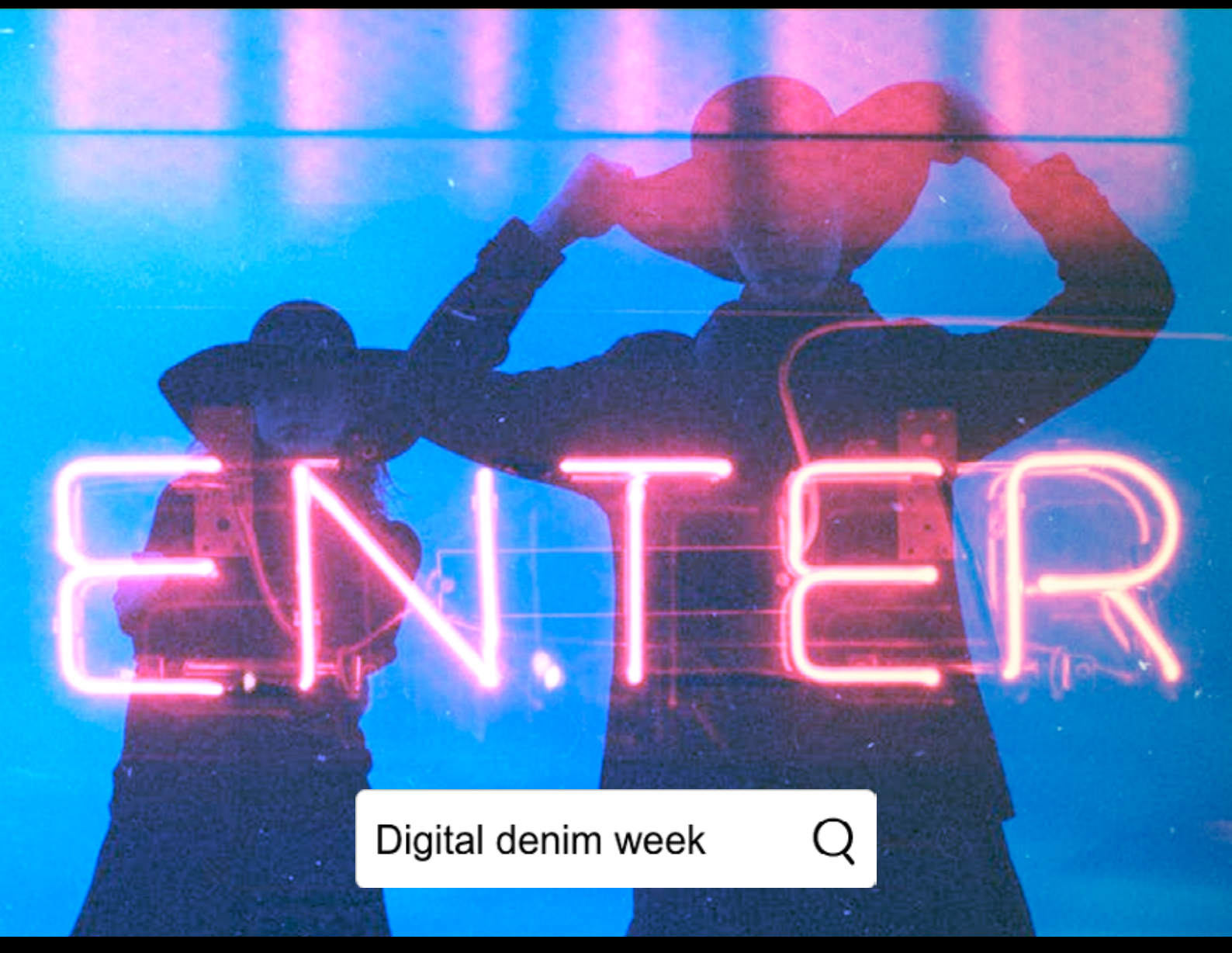


**DENIM**  
PREMIÈREVISION

**PRESS  
RELEASE**



Digital denim week



**NOVEMBER 30 > DECEMBER 4**

Live, Networking, Fashion, Sourcing...

# «**THE DIGITAL DENIM WEEK**»: **WITH ON-LINE MATERIALS SOURCING AND SOME 15 EXPERT TALKS, DENIM PREMIÈRE VISION BRINGS TOGETHER THE DENIM COMMUNITY FOR A VIRTUAL EVENT NOVEMBER 30<sup>TH</sup> TO DECEMBER 4<sup>TH</sup> 2020**

A few weeks ago, Denim Première Vision announced the launch of a new event format: the DIGITAL DENIM WEEK. This 100% digital show will fully replace the physical edition of the show initially scheduled for November 24 and 25 in Berlin, assisting and accelerating the industry's growing move to digital, where initiatives are being strongly catalyzed by the health crisis.

Via an online platform, Denim Première Vision is set to run for a full week, from November 30 to December 4, to present the **new collections of materials from over 50 exhibitors**, and the **very latest product developments** for Spring-Summer 22. The DIGITAL DENIM WEEK will also showcase a dive into the heart of **the specifics of the season - from trends to products and materials** - featuring targeted talks by selected key players and experts, as well as a **program of conferences and masterclasses** to meet the industry's emerging challenges.

## **THE DIGITAL DENIM WEEK THEREFORE INVITES THE SECTOR TO JOIN IT FOR:**

- ▶ **The spring-summer 22 collections**, the know-hows and latest technological and creative innovations from the show's exhibitors will be launched at the event and presented in their e-shops on the Première Vision Marketplace. The final selection is expected to total over 50 leading companies ranked among the most innovative in the global creative-denim industry. To date, these include:
  - **34 weavers, 6 manufacturers/launders/finishers, 7 accessory makers and 2 technology developers.**
  - **14 countries represented**, with, in order of importance: Turkey, Italy, Pakistan, Bangladesh, China, Hong Kong, Morocco, Brazil, Spain, USA, France, India, Japan, Taiwan.

- ▶ **Expanded services and features on the Première Vision Marketplace, and a more interactive and functional digital catalog to energize business:**
  - **Activated client/supplier contact tools** to facilitate direct contact and remote sales discussions and transactions.
  - **Company profiles now capable of integrating multimedia content - videos, images, texts, etc.,** to enliven the presentations of exhibitors' business activities.
- ▶ A program hosted on the [Denim Première Vision](#) (Full details found on the following pages):
  - **A round table organized in partnership with Vogue Business, featuring a panel of experts and professionals to examine the future of denim.**
  - **Two fashion seminars to provide inspiration and introduce the Spring-Summer 22 trends:** one session by Première Vision's fashion team presenting the season's main directions; and another by Lucia Rosin from Italy's Meidea design studio to analyze new trends in cuts and silhouettes.
  - **Two Smart Talks on the industry's challenges in terms of sustainable development hosted** by Giusy Bettoni, sustainable development consultant for Première Vision.
  - **Two workshops presented by Alessio Berto from *The Tailor Pattern Support*** to assist brands in creating their future collections.
  - **Oral presentations by specialist exhibitors** who will be presenting their spring summer 22 collections.

→ *All talks and presentations will be available for replay a few days after they are initially presented online.*

## **THE PREMIÈRE VISION MARKETPLACE AT THE HEART OF THE SHOW'S DIGITAL INCARNATION**

Première Vision was among the very first in the industry to invest in digital technology to provide international markets with online services in complement to its physical events, and provide concrete solutions addressing brands' sourcing needs and the challenges faced by exhibitors in terms of their collection visibility and promotion on a global scale. Denim Première Vision exhibitors joined the Marketplace boutiques in May 2019. Since the beginning of the health crisis, they have enjoyed freely updated online collections, with no limit on the quantity of products presented, nor any constraints in terms of commitment or duration.

# SMART TALKS, FASHION SEMINARS & WORKSHOPS:

**TUESDAY, DECEMBER 1<sup>ST</sup> 2020**

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► **10 AM - THE FUTURE OF THE DENIM MARKET**

**In partnership with Vogue Business**

Laure Guilbault and her guests analyze future perspectives for the denim market, with a focus on the sustainable innovations and smart ideas flourishing amidst the crisis.

- **Moderator:** *Laure Guilbault, Paris correspondent at Vogue Business.*
- **Speakers:** *Guglielmo Olearo, Director of Denim Première Vision (additional speakers will be confirmed shortly).*

► **12 PM - DENIM WORKSHOP #1: FASHION STORIES**

**By Alessio Berto, The Tailor Pattern Support**

In this 1<sup>st</sup> workshop, Alessio Berto will show how a basic trucker jacket can give the perfect fit to the iconic Le Mont Saint Michel (40's) jacket, becoming a workwear jacket. The events will be presented from «Fabbrica Alta» in Schio thanks to a collaboration with the municipality of «Città di Schio» in the heart of the Veneto region, where denim became famous and developed its image over the last century. The factory that will host our workshops was built based on the design of Auguste Vivroux in a mere nine months in 1861/1862, and is one of the most interesting monument of the 1st Italian industrialization.

► **2 PM - FASHION SEMINAR: SPRING SUMMER 22 DENIM FASHION TRENDS**

**By the Denim Première Vision Fashion Team**

Discover the latest denim trends with this inspiring Spring Summer 22 seminar analyzed by the

Denim Première Vision fashion team. An exclusive look at the exhibitor's most recent developments and sustainable innovation, a methodical and inspiring guide to help buyers and designers elaborate their creative collections.

- **Moderator:** *Manon Mangin, Product Manager at Première Vision*

► **4 PM - SMART TALK #1: REGENERATIVE ORGANIC AGRICULTURE CERTIFICATION**

The Regenerative Organic Agriculture Certification is a revolutionary new certification for food, fiber, and personal care ingredients. ROC farms and products meet the highest standards for soil health, animal welfare, and farmworker fairness. Regenerative Organic Certified was established in 2017 by a group of farmers, business leaders and experts in soil health, animal welfare and social fairness collectively called the Regenerative Organic Alliance. They exist to heal a broken system, repair a damaged planet, and empower farmers and eaters to create a better future through better farming. By adopting regenerative organic practices on more farms around the world, we can create long-term solutions to some of the biggest issues of our time, including the climate crisis, factory farming and fractured rural economies.

- **Moderator:** *Giusy Bettoni, CEO of C.L.A.S.S. sustainable platform.*
- **Speakers:** *Elizabeth Whitlow, Executive Director at Regenerative Organic Alliance; Julian Lings, Senior Sustainability Manager for the North Face at VF.*

### ► 10 AM - SMART TALK #2: LET'S TALK ABOUT BLOCKCHAIN!

Blockchain is widely considered to be a once-in-a-generation revolutionary technology, and is designed to make the industry more transparent. As reported by Forbes, blockchain implementation will facilitate more intelligent business processes, as trust would be distributed, and processes would be truly transparent. Blockchain will transform the textile and apparel industry with transparency - from farming to finished garments. In a world full of smart technologies, every manufacturer, supplier, retailer, and even shopper demands transparency. Every single person associated with your brand wants to know your story. Today's millennials are more aware than ever. Consumers can make or break any brand. And consumers are demanding transparency and sustainability to continue with brands. Blockchain has increased transparency not only within the supply chain, as well as between a brand and its consumers.

→ **Moderator:** *Giusy Bettoni, CEO of C.L.A.S.S. sustainable platform.*

→ **Speakers:** *Walfredo della Gherardesca, CEO & Co-founder Genuine Way; Gianluca Tacchella, CEO Carrera Jeans*

### ► 12 PM - DENIM WORKSHOP #2: FASHION STORIES

**By Alessio Berto, *The Tailor Pattern Support***

In this workshop, the iconic Le Mont Saint Michel (40's) workwear jacket will be transformed in a women's workwear denim jacket without losing the perfect fit of the original inspiration. The events will be presented from «Fabbrica Alta» in Schio thanks

to a collaboration with the municipality of «Città di Schio» in the heart of the Veneto region, where denim became famous and developed its image over the last century. The factory that will host our workshops was built based on the design of Auguste Vivroux in a mere nine months in 1861/1862, and is one of the most interesting monument of the 1st Italian industrialization.

### ► 2 PM - FASHION SEMINAR: BLUE-SCAPE DENIM SCENERY

**By Lucia Rosin, Founder of Meidea**

In today's hyper-connected world, in this new reality we are living in, we seek relief through the breath of nature, we encourage greater inclusivity and collaboration. We need more empathy with the human community and the Earth. Wellbeing has become a fundamental value to balance the impact of increasingly over-active lifestyles; we find relief from burnout in landscape and nature. We have increased our focus on health, in an attempt to prevent and protect ourselves against stress, air pollution and bacteria. For this reason, in order to conceive a well-made design, future creations will embrace the concept of biomimicry with the human touch and the digital sign. Modern denim is inspired in its design by these multiple directions, for which digital technology is a source of empowerment and revolution. The new denim landscape is full of inspiration, it is regenerating itself and taking on a new momentum, for a new blue renaissance.

## EXHIBITORS' EXPERT TALKS:

A selection of the DIGITAL DENIM WEEK's exhibiting companies will present the last developments, innovations and collections for the Spring Summer 22 season. All these expert companies will be available for *live chats* during their online presentations.

### MONDAY NOVEMBER 30<sup>TH</sup>

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- ▶ **10 AM: SHARABATI DENIM, EGYPTIAN MILL**
- ▶ **11 AM: PG DENIM, ITALIAN MILL**  
→ *Paolo Gnutti, Founder & Artistic Director of PG Denim*
- ▶ **12 PM: ARTISTIC FABRIC MILLS, PAKISTANI MILL**
- ▶ **1 PM: TAVEX-EVLOX, MOROCCAN MILL**
- ▶ **2 PM: ORTA ANADOLU, TURKISH MILL**
- ▶ **3 PM: ADVANCE DENIM, CHINESE MILL**
- ▶ **4 PM: NAVEENA DENIM MILL, PAKISTANI MILL**

### THURSDAY, DECEMBER 3<sup>RD</sup>

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- ▶ **10 AM: ISKUR DENIM, TURKISH MILL**
- ▶ **11 AM: ODAK TEKSTIL, TURKISH WEAVER**
- ▶ **12 PM: ADVANCE DENIM, CHINESE MILL**

- ▶ **3 PM: TAVEX-EVLOX, MOROCCAN MILL**
- ▶ **4 PM: PG DENIM, ITALIAN MILL**  
→ *Paolo Gnutti, Founder & Artistic Director of PG Denim*

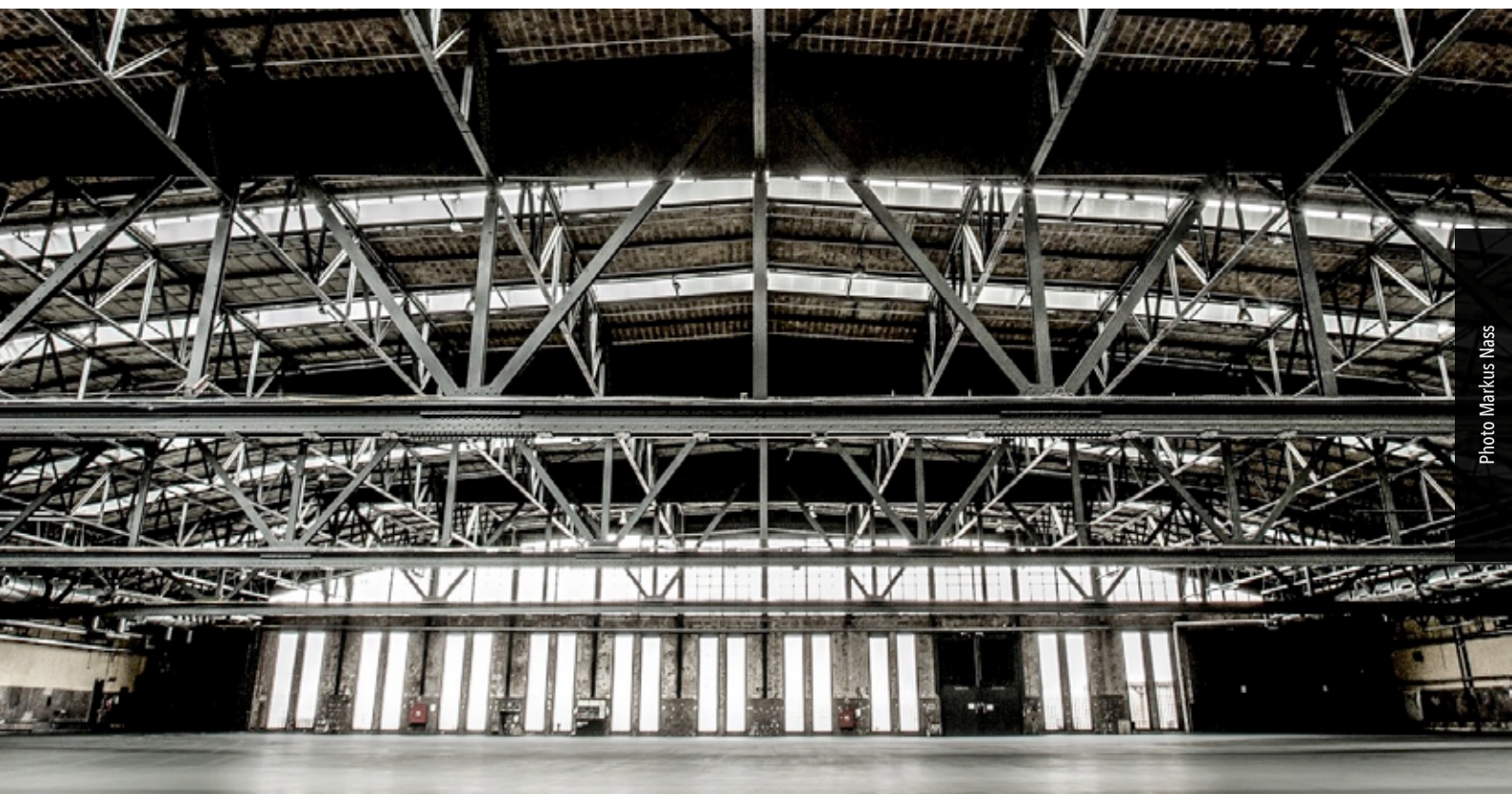
### FRIDAY, DECEMBER 4<sup>TH</sup>

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- ▶ **10 AM: ODAK TEKSTIL, TURKISH MILL**
- ▶ **11 AM: NAVEENA DENIM MILL, PAKISTANI MILL**
- ▶ **12 PM: ISKUR DENIM, TURKISH MILL**  
→ *Sinem Senbark, Sales & Marketing Manager*
- ▶ **1PM : ARTISTIC FABRIC MILLS, PAKISTANI MILL**
- ▶ **3 PM: SHARABATI DENIM, EGYPTIAN MILL**
- ▶ **4 PM: ORTA ANADOLU, TURKISH MILL**

## AN INSPIRING SPRING SUMMER 22 SEASON :

The spring summer 22 denim season reveals itself to be captivating, shifting and more than ever eco-responsible. Sensual, determined and delicate, it showcases denim's evolutions and innovations, its ebullience and energy. The season reinforces handles, renders instability attractive, and stimulates inventiveness, for a season that calls on individual and collective progress to make sustainable and appealing changes.



## **PHYSICAL SHOWS ALREADY ANNOUNCED FOR 2021**

To help the industry organize its plans, and because meetings and discussions between buyers and suppliers at physical trade shows is of the utmost importance for the sector, Denim Première Vision is committed to holding its two editions in 2021:

**In Milan on May 25 & 26 at SUPERTSUDIO PIÙ,  
for the autumn/winter 2022-23 denim developments.**

**In Berlin on November 16 & 17 at the ARENA BERLIN,  
to discover the spring summer 23 collections.**

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