Denim Première Vision heads to Berlin on May 17

By Matthieu Guinebault  -  8 May 2022

After being held in Milan last October, the trade fair is now heading to Berlin for the first time on May 17 and 18, featuring 80 exhibitors gathered at Arena Berlin. This Fall/Winter 2023-2024 edition will be joined by a ‘Digital Denim Week’, taking place from May 16 to 20.

The French trade show organizer announced the participation of spinners, weavers, dyers, finishers, and innovative industry players. According to the organizers, the participating brands have a combined production capacity of 1.5 billion meters of denim.

Exhibitors from Italy, Germany, Turkey, Japan, Morocco and Tunisia, as well as India, Pakistan, China and Bangladesh are expected to attend. The event’s scenography was developed in collaboration with the creative studio Filippo Mario Studio, designed around an environmentally responsible theme.

‘PV Denim Fashion District’ will be a new feature this year, showcasing designs from ten brands and designers who have collaborated with several of the event’s exhibitors and who will incorporate these pieces into their upcoming collections. The participating labels include A New King of Blue, Blue of a Kind, Braves&Co, Denzil Patrick, Fade out Label, Gimmy Jeans, Jonathan Christopher, Milena Andrade, Peppino Peppino and Von Dutch.

‘Trends Agora’ will host the Denim Season Seminar for Fall/Winter 2023-24, which can also be viewed online. The same applies to the ‘Live Sourcing’ conference, dedicated to the most important topics of the season, and to the latest innovations from four selected exhibitors. Two ‘Smart Talks’ will be dedicated to environmental responsibility and traceability. Furthermore, the German Fashion Council will speak about the environmental footprint of German fashion.

This edition takes place against a more complicated economic backdrop than the October edition. The apparel industry is facing rising energy and raw material costs, while strict lockdowns have been imposed on the major sourcing players in the global textile industry in China. Complicating matters further is the impact of inflation and...
Sourcing players in the global textile industry in China. Complicating matters further is the impact of inflation and the war in Ukraine on European consumer behavior in the months ahead.

The Denim Première Vision show, which was forced to resort to a digital format at the height of the pandemic, gathered 3,750 industry professionals, including 1,226 buyers, last October when it returned to a physical format. The last edition was attended by representatives of brands and groups such as Kering, Diesel, Inditex, Chanel, SMCP, Stella McCartney, Versace, Valentino, Kiabi, Celio, 7 for all Mankind, and &Other Stories, among others.

By Matthieu Guinebault
Translated by Roberta Herrera

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