

Denim by  
Première  
Vision

# GANGS ØF DENIM

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BARCELONA - FIRA MONTJUÏC - HALL 8

PRESS REPORT  
19 - 20 NOVEMBER 2014

## Denim by Première Vision attains its goals and brings the denim community together in Barcelona

Barcelona, second edition, and nearly 4,000 international visitors (3,905 precisely). During two days of fruitful exchanges and intense activity, Denim by Première Vision confirmed its position as the unparalleled meeting point and inspiration for everyone who counts in the worldwide denim industry.

In 15 editions, the international show for the upstream jeans sector has become the influential and essential rendezvous for professionals who underline it in their calendar every season. For some, it's the ideal place to present their latest developments and a unique occasion to meet buyers from all over the world. For others, it's the can't-miss reference point to inspire and perfect their collections. Exhibitors and visitors are unanimous: today the show is an indispensable professional tool.

So Denim by Première Vision has attained its goals, confirming its leadership in the international denim community, whose members have been brought together around the values that have made, and now more than ever make their success:

- ▶ an upmarket and selective offer, reflecting the international premium market
- ▶ a place for inspirations, exchanges and exclusive events;
- ▶ an original, always surprising and offbeat display.

One thing is certain: Denim by Première Vision makes the difference!



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## A qualitative and selective offer

Above all it's thanks to a specialized offer, rigorously selective and high-end, on the cutting edge of creativity and innovation, and with a wealth of new proposals every season, that Denim by Première Vision meets the needs of its target market: premium denim, which is constantly looking for exclusivity and ever more elaborate and sophisticated products.

During its last edition, the show welcomed **98 exhibitors** among the most influential enterprises in the sector - Weavers (48%), manufacturers / launderers / finishers (22%), accessory makers (20%), fibre producers and spinners (4%), technology developers and promotion agencies (7%).

International, they came from **20 producing and manufacturing countries with high added value** numbering among the leaders in the jeanswear industry: from the Euromed zone— Turkey (30% of exhibitors), Italy (20%), Spain (8%), Morocco (7%) and Tunisia (3%)—to Japan, India, Pakistan, Hong Kong and Brazil.



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They were professional exhibitors who presented their know-how, technologies, developments and collections for Spring Summer 2016. Doubling up on creativity and imagination, they highlighted the premium qualities of their products with displays often designed in very original ways.

## Premium international visitors

This exclusive and unequalled offer allowed Denim by Première Vision to attract, again this season, high-value international visitors looking for quality and exclusivity.

**Premium and high-end jeanswear and fashion brands, pure players, major distributors, independent stylists, famous luxury names... nearly 4,000 aficionados came to discover in advance the top echelon of the denim industry, represented by their buyers, decision-makers and creatives:**

*7 for all Mankind, Abercrombie & Fitch, Acne Studios, Auchan, Benetton, Berluti, Bershka, Bonobo, Burberry, Calvin Klein, Celio, Chanel, Chevignon, Chloe, Comptoir des Cotonniers, Current Elliott, Desigual, Diesel, El Corte Ingles, Esprit, Gant, GAP, Groupe Zannier, G-Star, Gucci, Guess, H&M, Hugo Boss, IKKS, Inditex, J-Brand, J-Crew, Jack & Jones, Jules, Karen Millen, Karle Lagrefeld, La Redoute, Lee Cooper, Levi's, Le Temps des Cerises, LF 47, Maje, Mango, Marc by Marc Jacobs, Mars & Spencer, Massimo Dutti, Mexx, Osklen, Pepe Jeans, Primark, Quicksilver, Ralph Lauren, Relay, River Island, Scotch & Soda, Springfield, Teddy Smith, Tommy Hilfiger, Top Shop, Top Man, Uniqlo, Urban Outfitters, VF Corporation, Vivienne Westwood, Wrangler, Zara, Zegna...*

**72% international**, from some 60 countries, they prove the importance of Denim by Première Vision.



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### **A strong European presence and a dynamic Euromed zone again well represented**

A veritable breeding ground for fashion and jeanswear brands, Europe remains the most represented zone at the show, with 70% of visitors. After Spain, Turkey had the second largest contingent (13%), followed by Italy (12%), then the United Kingdom and France (6.5% each), Germany (6%), Portugal and Belgium (in 11th and 13th position respectively).

Interest from Northern Europe and Scandinavia, specialist markets for premium denim, remains significant, representing 6% of total visitors and proving the extensive European reach of the show. On top, the Netherlands, followed by Sweden and Denmark.

The Middle East and North Africa, with Tunisia and Morocco in front, confirms the important role of manufacturers / launderers / finishers who come to meet their weaver clients. But it is above all Turkey, always dynamic and performing in jeanswear, that stands out. Second in the number of visitors, Turkish buyers arrived in force.

### **North American presence up 38%**

North American attendance made exceptional progress, with the United States in the lead (+38% vs. Nov 2013), making it 8th in the country ranking—visitors who number among the most prestigious players in the denim industry, and who didn't hesitate to cross the Atlantic for the show.

## A spring summer season 16 in the colours of Gangs of Denim

In an arty, playful and offbeat atmosphere, visitors could discover fashion directions and the latest developments of a spring summer 2016 rich in daring creativity

Fabrics, accessories, finishings, wash-outs, colours and shapes... all across the Denim Trends Area, Première Vision fashion teams proposed directions and seasonal influences along an experimental walkway set up through 3 zones of denim use, 3 clans, 3 different and complementary gangs of denim.

Find all the fashion information in the Fashion Report compiled by the show's expert denim teams. An indispensable multimedia tool, combining analyses and images, for discovering all the trends and creative directions in denim. It will also be available in a few days on the website [www.denimbypremierevision.com](http://www.denimbypremierevision.com).



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## Exclusive events. A place for new encounters and exchanges

Every season, for two days, events within the event mix with festive happenings that punctuate the show, like so many different means used by the organizers and exhibitors to reinforce the synergies and exchanges on the spot.

### An evening approved by all

Among those lively events, the denim community won't forget the memorable evening organized by Denim by Première Vision at ESFERIC. The occasion for the gangs of denim to get together and celebrate the indigo fabric! An event organized in partnership with INVISTA - LYCRA MOVES DENIM and the magazine Sportswear International.

*LYCRA® is a trademark of INVISTA*



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## Special partnerships!

Denim by Première Vision organized several collaborations this season



### The first step in an exclusive and long-term partnership: Skandigang

On the occasion of the show, Denim by Première Vision and CIFF - Copenhagen International Fashion Fair, the Scandinavian trade fair for fashion and designers, presented their common objectives:

- to gain visibility in target markets, while developing reinforced activity with new players on the international fashion and denim scene;
- to create a solid platform founded on marketing content and co-branding operations.

CIFF had its own space in the heart of the show, while Denim by Première Vision will be present at the centre of the URBAN zone at the Danish show in Copenhagen from 28 January to 1 February 2015.

### INVISTA launched its new strategy for the LYCRA® brand

INVISTA, one of the largest integrated enterprises specialized in the manufacture of fibres and polymers, and owner of the fibre brand LYCRA®, chose Denim by Première Vision to present its new brand strategy for LYCRA® to the European denim community.

In addition to a stand especially conceived for the occasion, INVISTA organized two conferences for professionals in the sector.



A rendezvous around its new strategy LYCRA® MOVES YOU™ and LYCRA® BEAUTY fabrics; and a presentation of the fabric COOLMAX®, composed of TENCEL® fibres, and staged by INVISTA et Lenzing.

*LYCRA®, LYCRA® MOVES YOU™, dualFX® & COOLMAX® are INVISTA brands  
TENCEL® is a registered trademark of the Lenzing group.*

Finally, Denim by Première Vision would especially like to thank the city of Barcelona as well as its Tourist Office for their warm welcome and support.

Today Denim by Première Vision is a capital event for all players in the premium denim market. A success that confirms the precision of the strategic choices made by the organizing team through 15 editions, as well as the pertinence of the premium selective offer and the show's leading position worldwide.

Meet us on May 27 & 28, 2015  
Hall 8 - Fira Montjuïc Barcelona

And from January 29 to February 1, 2015  
At CIFF - Bella Center, Copenhagen

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