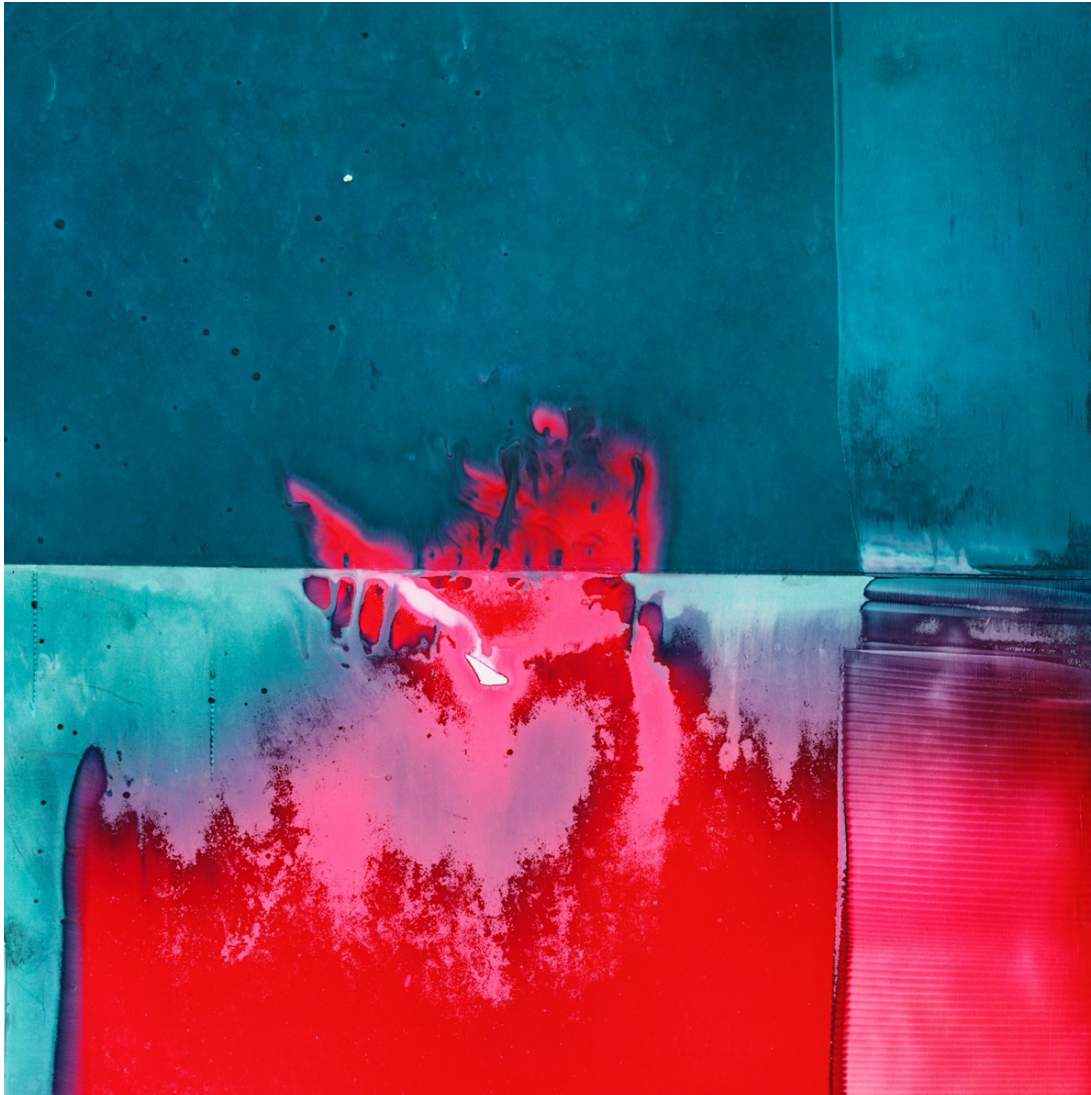


DENIM PREMIÈRE VISION: MILAN GOES INDIGO ON 21 AND 22 MAY 2025



On 21 and 22 May, the 35th edition of Denim Première Vision will be held in Milan for the 4th consecutive year. This event, supported by the fashion division of GL events and placed under the patronage of the Italian fashion capital, will unveil the autumn-winter 26-27 denim collections of more than 80 exhibitors, mainly from Italy, Türkiye, Morocco, Japan, China, France and the United States.

Florence Rousson, Chairwoman of the Executive Board of Première Vision and CEO of The Creative Pole, the fashion division of the GL events group: *'Back in Milan, Denim Première Vision is once again showcasing the denim industry. A permanent fixture on the Italian scene, this event, under the patronage of the city of Milan, offers the sector's industries all the business opportunities, innovations and meetings that accompany one of the world's most emblematic textile sectors, at the service of a collective creativity in motion.'*

A RICH OFFER AND AN INSPIRING PROGRAM

Denim Première Vision takes visitors to the heart of AW26-27 trends through eight universes - fabrics, manufacturing, accessories, yarns, promotion, technologies, laundry, fibers - featuring more than 80 exhibitors from around the world.

Forums: This season, the forum celebrates Hybrid Denim, exploring its versatility through the fusion of materials, techniques and cultural influences. The Trends Forum will showcase innovative products and special projects, including luxury denim reinvented by Aurélia LeBlanc and the Sustainable Textile Craftsmanship collaboration between designer Kelly Konings and denim mill Gommatex.

Project Tomorrow: The show continues its commitment to nurturing the next generation of creatives with a new structured educational programme dedicated to fashion, design and art school students. This initiative, which builds on the successful collaborations of previous editions, aims to inspire, inform and involve young talent from around the world in shaping the future of the denim industry.

Denim Fashion District: Now in its 7th year, the Denim Fashion District will offer a creative space, bringing together the collections of a dozen ready-to-wear and accessories brands with a particular sensibility for the world of denim. Upcycling labels, young designers, established brands and up-and-coming denim figures will all be present in a specially designed space, where they will be presenting capsule collections created in partnership with the show's exhibitors.

Participating brands: FADE OUT LABEL, Stripes Of-f Road, Daily Blue by Adriano Goldschmied, Kelly Konings, Rita Ammeg, Borsa Fatta Da Me, Floriana, Lucia Chain, Marcello Pipitone, Materia, Sasha Neema Ponte.

Conferences: A daring program will take the denim industry into the future with 4 exceptional keynotes for a 360° look at the industry. Explore denim in all its facets with the expertise of 4 talented and renowned professionals:

- Fashion Denim Seminar AW 26-27 Hybrid Denim: Collective creativity in motion
Anne Oudard - Denim Design Consultant
21 May at 11am & 22 May at 2pm
- What is social procurement? Dressing the next generation of changemakers
Ani Wells - Founder and CEO, Simply Suzette
21 May at 1pm
- The jacquard-woven future of fashion
Kelly Konings - Textile & Fashion Designer
21 May at 2pm
- Denim Dudes future forecast AW26/27
Amy Levertton - Founder, Denim Dudes
21 May at 3.30pm & 22 May at 11am

MORE INFO ABOUT THE PROGRAM

TRIBUTE TO LUIGI MARTELLI

A denim icon, Luigi Martelli, who died in January 2025, was a visionary whose vision and work laid the foundations of the denim industry.

His company, Martelli Lavorazioni Tessili, revolutionised textile finishes, setting new standards that shaped the denim sector as we know it today. From his early innovations to his relentless pursuit of excellence, Martelli transformed an industry that, before him, barely existed in its current form. Today, anyone working with indigo owes part of their know-how to his pioneering spirit.

In partnership with ISKO, the show is paying tribute to Martelli with a dedicated space retracing his considerable legacy and the immense debt that the denim industry owes him. The exhibition is a living testimony to five decades of evolution in fashion and the industry, through the eyes of a man who redefined the way denim is designed and finished.

Under the artistic direction of Fabio Adami Dalla Val and OPAA, in collaboration with Adriano Goldschmied and Giovanni Petrin, key figures who accompanied Luigi Martelli, and with the support of the Martelli family, this tribute will offer an unprecedented look at Martelli's legacy, highlighting archives, including rare pieces from M.O.D.E., the Museo del Denim, that have rarely been exhibited before.

This project is not just a retrospective; it's a message to entrepreneurs, young designers and anyone who feels part of the denim community.



Luigi Martelli

EXHIBITING AT DENIM PV

496 FABRIC LAB, ABM FASHION, ADVANCE DENIM, ARTISTIC MILLINERS, ATLAS DENIM, BERTO INDUSTRIA TESSILE, BLACK PEONY, BLUESIGN, CRJ - CONFECTION RAS JEBEL, CASATI FLOCK, CHOTTANI INDUSTRIES, COTTON FABRIC, DENIM DE L'ILE, DNM DENIM, DOORS, ELLETI GROUP, F'BLUE DENIM FABRIC, FASHION ROOM, FREEDOM DENIM, GARMON, GEOCOT, GOMMATEX, HASELLER, HOWA, ISKO, ISKO LUXURY BY PG, ISKUR DENIM, ISLAND DENIM, ITHIB ISTANBUL TEXTILE AND RAW MATERIALS EXPORTERS ASSOCIATION, JAPAN BLUE CO., LTD / COLLECT - DENIM HEADS, KASIV LEATHER LABEL, KILIM DENIM, KIPAS, KOMBINAT, KT TRIMS & ACCESSORIES, KUROKI, LANIFICIO FAISA, LES MAINS BLEUES, M&J GROUP, MIC, MONTEGA CHEMICAL SOLUTIONS, NEARCHIMICA, NEXT PRINTING - ACM, NICE CORPORATION, NIHON MENPU TEXTILE BY MIKUTEX, NOSAWA, OFFICINA 39, ONE-ANY, ORTA, OUTSIDE - A FABRITEX DIVISION, PIONNER DENIM, PURE DENIM, REALTEKS, RUDOLF HUB1922, SHARABATI, T.B.M. SPA, TESSITURA LA COLOMBINA, TONELLO, TOPP ITALIA, TOSCANA TESSUTI BY STAMPERIA TOSCANA, TROFICOLOR DENIM MAKERS, TUSA DENIM, TWILLIS BY SHARABATI, VELCOREX, W DENIM BY SIRIKCIOGLU GROUP, WETURN, WOOLMARK, XINDADONG DENIM, XLANCE, ZAITEX, ZARES TEXTILE, ZEN KIWAMI BY STYLEM TAKISADA-OSAKA...

MEDIA CONTACTS

PREMIÈRE VISION

Yann-Brieuc Chevallier

Press and public relations
manager

+33 (0) 42 06 31

yb.chevallier@premierevision.com

2017

Pauline Reullier

Public relations

+33 (0)6 70 14 30 17

pauline@2017.fr

LEDE COMPANY

Adeline Diallo

Press relations

+33 (0)6 35 24 27 82

pv@ledecompany.com

NEXT PV EVENTS

BLOSSOM PV

4 - 5 June 2025

Carreau du Temple, Paris

PV NEW YORK

15 - 16 July 2025

Tribeca 360°, New York City

PV PARIS

16 - 18 September 2025

Paris Nord - Villepinte

PREMIÈREVISION
the art & heart of fashion

an event by THE CREATIVE POLE:

The Creative Pole is the fashion division of GL events, bringing together Première Vision, Tranoï, and Fashion Source, with 18 trade shows and events across three continents. With 8 international offices, it structures a B-to-B ecosystem covering the entire fashion value chain. Its mission is to foster synergies and cross-sector projects while providing a platform for dialogue and debate for all players in the creative industries.

thecreativepole

