Denimsandjeans India to be held during September 25-26

4 September 2017

India is all set to host its first Denimsandjeans show from September 25, 2017 in Bangalore. The two-day international trade show will bring together all segments of the Indian denim industry including denim brands, retailers, traders, second tier brands, garment manufacturers and exporters, buying houses, global buyers and others, on one platform.

Premium denim companies from India, Bangladesh, Turkey, Spain, Switzerland, Brazil, Italy and Ethiopia among others will participate in Denimsandjeans India.

Major retailers and brands including H&M, Marks & Spencer, VF Corporation, Landmark Group, Li Fung, GAP Inc, Zara, Tesco, Pepe Jeans, Killer Jeans, Spykar, JC Penny, Target, Benetton, V-Mart, Shopper Stop, Reliance Trends, Myntra, Hypercity Retail, ITC Limited, Carrefour, Levis, Marks and Spencer, C&A, Pantaloons, Tata CLiQ, Westside and others are expected to visit the show.

The show will also host important talks on the latest trends, technologies, sustainability, innovation and developments by renowned global experts from Turkey, Italy, Spain and US on both days.

Stefano Aldighieri, former creative director of 7 for all Mankind will talk about the secrets of making a denim brand successful. Dr Dilek Erik from Turkey will share her ideas on why rigid denim is coming back but stretch is still being used.

Jordi Juani from Jeanologia will give details about evolution of jeans finishing from hand to technology and how this has changed the jeans world. Vasco Pizarro, director at the largest European laundry will speak about denim wash trends from top European brands for AW18 season.

A trend area on the major trends emanating globally will be created where latest looks in various categories will be created at the show. It will be an opportunity for the visitors to know about latest global looks.

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We are very excited for our first edition in India. We have been organising shows outside India but were always looking for the right time to come to India and to play a small part in the growth of denim industry in India. Denim is going to continue as the fastest growing apparel sub sector and will new technologies and strengthening organised retail, the segment will get a great fillip. We are very hopeful for the industry growth in India," said Sandeep Agarwal, founder of Denimsandjeans.com, the organisers of Denimsandjeans India.