Denim Première Vision Paris moves to Parc Floral in 2018

By Olivier Guyot - 29 November 2017

With the autumn season wrapped up, Denim Première Vision is looking east for its next edition. The denim specialist event will leave the Paris Event Center in 2018 and move to Parc Floral, in the capital's east.

For its third and last season in the north of Paris, which ended November 15, Denim Première Vision and its 80 exhibitors attracted some 2,000 visitors. Quite a stable footfall, with two-thirds of attendees coming from overseas and 50 different countries; Turkey, the UK, Italy, Spain, and the Netherlands, as well as Colombia, the US, and Pakistan all named as the most represented nations present.

"What's interesting for us," explained buyers from Tommy Hilfiger and Joe's Jeans, who will invited by the tradeshow, "is that the trends and innovations shown here are really already relevant to our market."

The tradeshow said it attracted representatives from 1,100 firms such as River Island, London Jeans, Tesco Stores, Urban Outfitters, Nudie Jeans and Bestseller from the international markets, as well as Bonobo, Jennyfer, Galeries Lafayette, Kiliwatch and Ami from France.

Major industry players have already confirmed their attendance for May 23 and 24 in the industrial buildings and setting of Parc Floral. The event space, and in particular the Pinède hall and its 10,000 square metres, will allow the team - lead by Chantal Malingrey - to develop a different theme and atmosphere. After a good reception, the pop-up street denim concepts in the heart of Paris, which featured designer denim work, and the space dedicated to small quantities, the SMQ Corner, will be reinforced for next year.

In addition, another Première Vision salon will change its location and dates: Première Vision Istanbul will take place next season from March 7 to 9, inside the Istanbul Congress Center.