

# DENIM

## PREMIÈRE VISION

A/W 16/17 LAUNDRY ANALYSIS | BARCELONA, SPAIN | MAY 27 - 28, 2015

For its 16th edition, Première Vision presents its A/W 16/17 showcase to the international denim community. Solid positioning in the premium denim market and quality vendor offering confirm the show's strength and attractiveness in the upstream jeanswear sector.



# OVERVIEW

Now three seasons in to its new residency at Fira Montjuïc in Barcelona, Denim Première Vision (renamed and simplified, minus the 'by') once again proved its worth as a hub for the international denim community, after its decision to relocate from Paris a year ago.

The A/W 16/17 show buzzed with 4,131 international visitors (73% up on November 2014) packed into the show floors, hailing from all over Europe, the US and Asia. The larger space allows for an additional 10 new exhibitors added to the previous 96-strong portfolio. The theme was Denim Constellations, conceived to inspire jeanswear insiders to 'converge and connect' at the show.

As with most contemporary denim fabric fairs, sustainability is a focus for the show. Orta Anadolu and Garmon Chemicals hosted two seminars daily to give insight into new sustainability initiative [Green Screen](#). Jeanologia also presented its Blue Technology exhibition, showcasing its latest laser developments.

See also the [WGSN@ Denim Première Vision Barcelona A/W 16/17 report](#).



Denim Première Vision



Orta Anadolu



Denim Première Vision



Denim Première Vision





Desert Studio



Arvind Limited



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# TREND CHECKLIST

- Technology is a key driver for surface innovation for A/W 16/17. Laundries and finishers look to sustainable techniques, safer chemicals and waterless treatments
- These new approaches drive forward-focused aspects including futuristic plastic coatings and clean colour-masking methods
- At the other end of the scale, the artisan attitude continues to drive intricate and handspun stitch techniques including darnstitch and decorative embroidery

“ A HUGE DIVERSITY OF FINISHES APPEARED AT DENIM PREMIÈRE VISION THIS SEASON, WITH TECHNOLOGY DRIVING THE BEAUTIFUL 'FUTURE-FASHION' LOOKS AND ARTISAN TEXTURES INSPIRED BY CRAFT. ”

Amy Leverton,  
Denim Director, WGSN

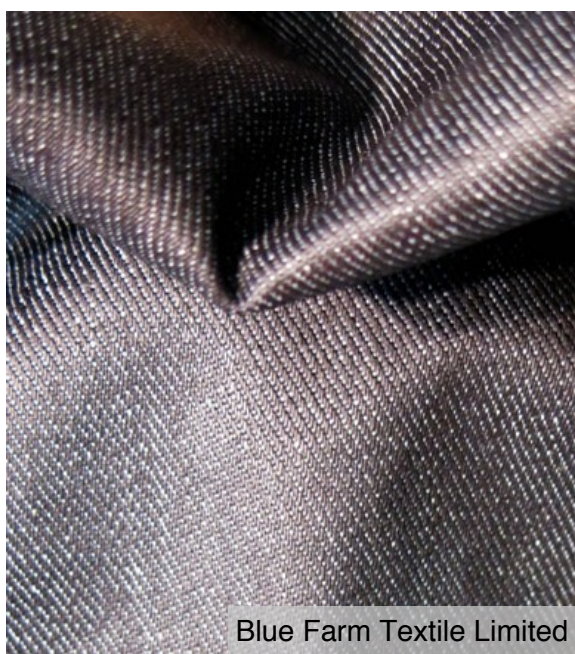




Orta Anadolu



Nihonmenpu Textile Inc.



Blue Farm Textile Limited



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# FUTURE SHINE

## FINISH & TEXTURE

**Glossy finishes** move to the next level with a range of innovative weave, fibre and treatment techniques. Tencel is used in combination with rugged twill constructions to give denim a different attitude. Clear, high-shine resins add lustre to stretch fabrics and give denims a futuristic sci-fi feel. Defined twill lines and heavier weights are the defined move-on to take shine to the next level.





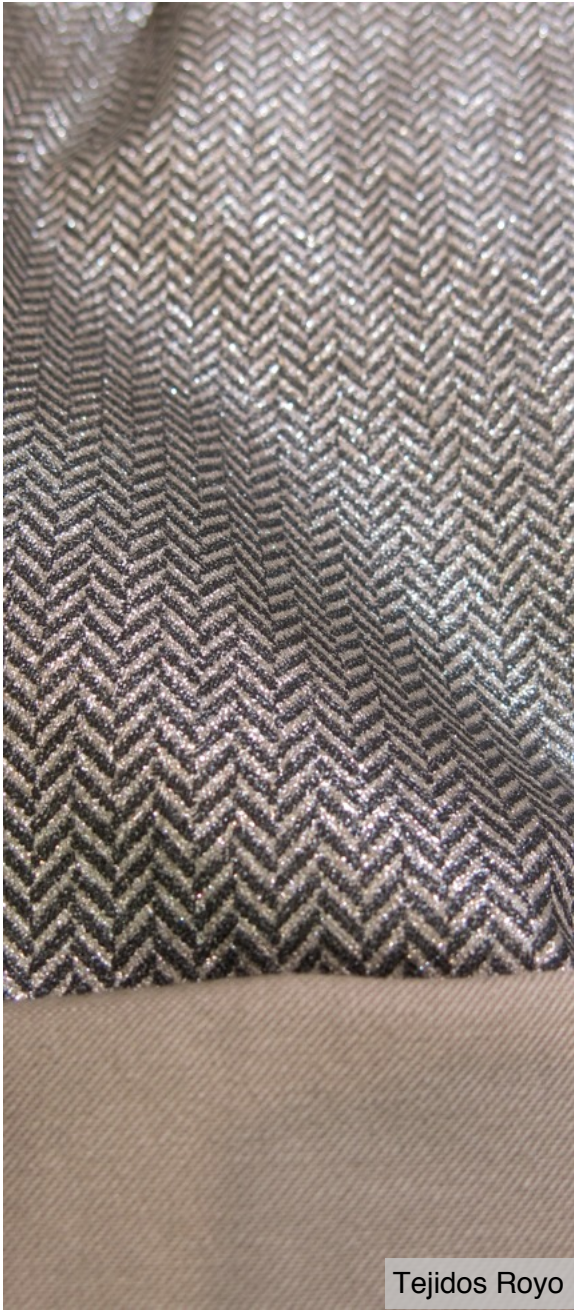
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Tejidos Royo

# DRAMATIC COATINGS

## FINISH & TEXTURE

Finishers at PV look for new and innovative [coating applications](#). Novel techniques include matte and dry resins layered over stripe patterns or graphic weaves to emphasise the character and colour of the fabric. Desert Studio look to dustbowl and workwear references with dirt-like coatings layered over railroad stripes. Matte black and browns work best against bright-cast indigos for extreme contrast.





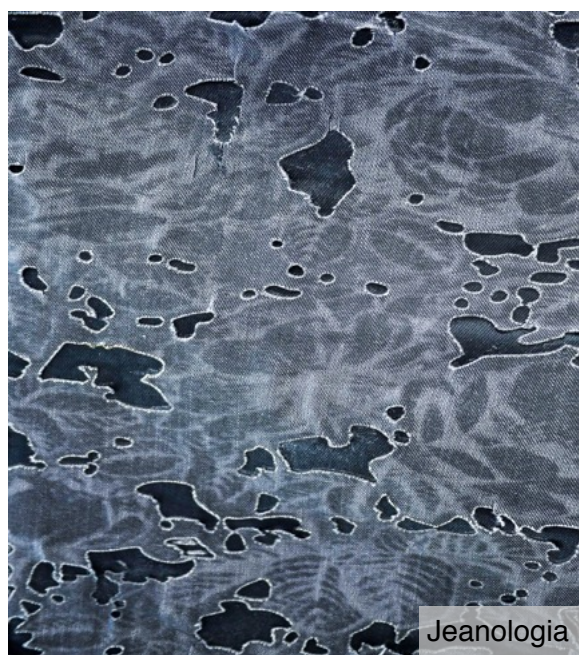
Desert Studio



Artistic Fabric Mills



Jeanologia



Jeanologia



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## NEO-DESTROYED FINISH & TEXTURE

Denim surfaces become tactile and highly visual A/W 16 with various [destruction techniques](#) applied at laundry and weaving stages. All-over techniques such as Isko's Scratch'n Jean uses coated yarns that can be abraded to create destroyed effects, while Jeanologia progresses its laser applications with burnout capabilities. [Layered repair](#), [needle punching](#), exposed [weft yarns](#) and DIY destructions are some of the ideas presented by other mills.





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Denim Clothing Company



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Orta Anadolu



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# ARTISAN PATCH

## DESIGN DETAILS

As highlighted in the [A/W 16/17 Artisan Denim Textile Direction](#) report, heirloom patchworks and Japanese boro effects are a key theme for A/W 16/17. Fabrics are inventively pieced and patched together, resourcefully incorporating treasured textile fragments with sashiko hand-stitching to create rich texture combinations. Odd alignments, mixed patterns and multi-tonal hues offer interest. Innovative laundry effects and [masking](#) can also be used to emulate traditional patchworks.





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# MENDING STITCH

## DESIGN DETAILS

Sashiko stitches and darned surfaces take on a more [decorative look](#) for A/W 16/17. Japanese mill Nihon Menpu presents a true indigo 1x1 weave decorated with an all-over stitched pattern that reflects its roots as artisans. Other mills look to intricate and decorative [stab stitch](#) to highlight pockets, collars and repair work.





Orta Anadolu



Blue Farm Textile Limited



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## QUILTED FINISH & TEXTURE

An important winter story, quilting appears across the show floor with vendors looking to varied patterns and techniques to drive the look forward. Advanced micro patterns bring sophisticated appeal. New quilted looks play with diamond, zigzag and honeycomb [topstitch patterns](#) while differing shrink-rates of natural and synthetic yarns together create [puckered patterns](#) with a winter seersucker look. Sashiko-like stab stitching offers a Japanese aspect.





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Nihonmenpu Textile Inc.



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Desert Studio

## INDIGO PATTERN

### WASH & COLOUR

Simplified [indigo print](#) techniques continue to take centre stage for A/W 16/17, however mills are moving away from Eastern-centric styling into a more global reach of patterns. India, Africa and Indonesia inspire block print repeats, ikats and micro prints. A strong indigo and stark white colour palette creates a modern interpretation of this [artisan](#) look.





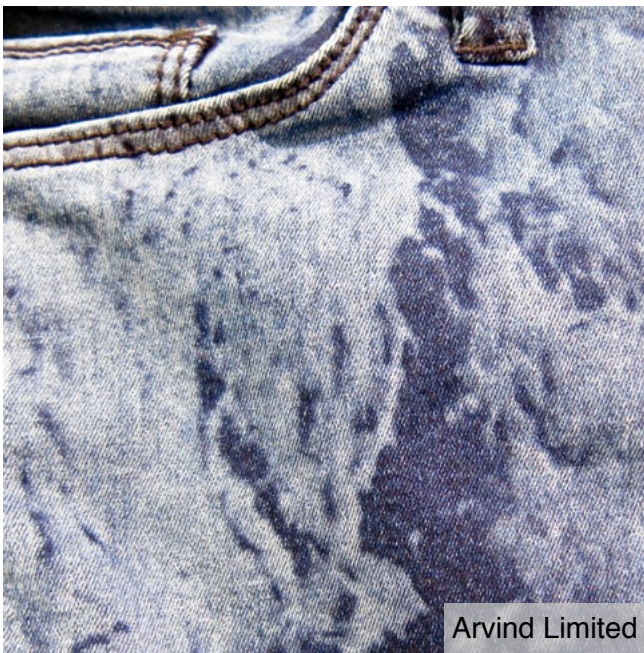
Orta Anadolu + Greenscreen



Jeanologia



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Jeanologia



Calik Denim

# FUTURE LAUNDRY

## WASH & COLOUR

Eco-friendly systems remain an essential focus for laundry houses. Garmon presents [Green Screen](#), a methodology which has received approval from Greenpeace. Calik launches its Oxygene technology, which allows fabrics to be treated more quickly and using fewer chemicals, water and energy. Jeanologia presents its Blue Technology exhibition, comparing old denim treatment techniques with the most modern, made-to-measure and least harmful ones.





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ISKO



Jeanologia



Dynamo Denim Kumascilik



Kuroki Co. Ltd.

## WORN-IN NOIR

### WASH & COLOUR

Laundry houses and mills are increasingly looking to black as a fashion alternative to indigo, and treating it with classic denim-style [wash-downs](#). Isko launches its Black Chip fabric, which allows for unique black colour shades with contrast white effects and visible twill lines. Other mills play with black warp and weft, and treat faces to high-contrast faded and destroyed effects that reveal black base beneath.





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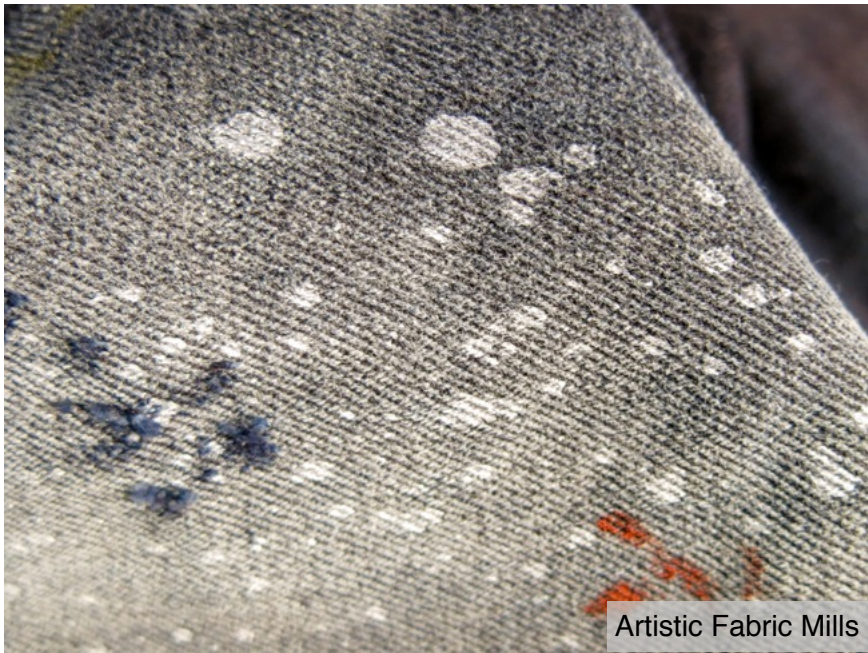
Lenzing Tencel



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Artistic Fabric Mills

# ARTISAN PAINTER

## WASH & COLOUR

Laundries and finishers across Denim Première Vision pick up on the global trend for [paint-spattered](#) surfaces in their A/W 16/17 collections. Non-denims and coloured denim surfaces help to create a fresh approach, while classic indigo finishes offer a more authentic look. Layered colour and brushstrokes nod to painterly vintage garments.



# STUDIO CONTACTS

Click on brand name for more images

## **A14 Denim by Akozbekler**

[burcu.sevilir@a14.com.tr](mailto:burcu.sevilir@a14.com.tr) | [www.a14.com.tr/](http://www.a14.com.tr/)

## **Artistic Fabric Mills**

[henry.wong@artisticfabricmills.com](mailto:henry.wong@artisticfabricmills.com) |  
[www.artisticfabricmills.com](http://www.artisticfabricmills.com)

## **Arvind Limited**

[subir.mukherjee@arvind.in](mailto:subir.mukherjee@arvind.in) | [www.arvind.com](http://www.arvind.com)

## **Blue Farm Textile Limited**

[jordi@bluefarmtextile.com](mailto:jordi@bluefarmtextile.com) | [www.bluefarmtextile.com](http://www.bluefarmtextile.com)

## **Calik Denim**

[iebuyukpepe@calik.com](mailto:iebuyukpepe@calik.com) | [www.calikdenim.com](http://www.calikdenim.com)

## **Cone Denim**

[carmen.chan@conedenim.com](mailto:carmen.chan@conedenim.com) | [www.conedenim.com](http://www.conedenim.com)

## **Denim Valley by Royo**

[aguzzetti@tejidos-royo.com](mailto:aguzzetti@tejidos-royo.com) | [www.tejidosroyo.com](http://www.tejidosroyo.com)

## **Denim Clothing Company**

[info@denimclothing.biz](mailto:info@denimclothing.biz) | [www.denimclothing.biz](http://www.denimclothing.biz)

## **Desert Studio**

[sarim@indigogarments.ae](mailto:sarim@indigogarments.ae) | [www.denimclothing.biz](http://www.denimclothing.biz)

## **Dynamo**

[mehmetc@dynamo-usa.com](mailto:mehmetc@dynamo-usa.com) | [www.denimkumas.com.tr](http://www.denimkumas.com.tr)

## **Isko**

[ksaritosun@isko.com.tr](mailto:ksaritosun@isko.com.tr) | [www.isko.com.tr](http://www.isko.com.tr)

## **Jeanologia**

[manon@manonclavel.com](mailto:manon@manonclavel.com) | [www.jeanologia.com](http://www.jeanologia.com)

## **Kuroki Co Ltd.**

[walter@bluemens.com](mailto:walter@bluemens.com)

## **Lenzing**

[t.carey@lenzing.com](mailto:t.carey@lenzing.com) | [www.lenzing.com](http://www.lenzing.com)

## **Nihon Menpu Textile Inc**

[info@nihonmenpu.co.jp](mailto:info@nihonmenpu.co.jp)

## **Orta**

[dyoung@ortaanadolu.com](mailto:dyoung@ortaanadolu.com) | [www.ortaanadolu.com](http://www.ortaanadolu.com)



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