

# FASHION HIGHLIGHTS



23 / 24

## THE SEASON

Denim takes into account the beauty of journey, exploits the creative potential of the worn, damaged. Upcycling surplus textiles, sourcing from local recycling circuits, retracing the route, revealing the origin.

Transformed smart looks for a more sophisticated workwear, more flexible. Evolving behaviors and innovative blends of natural fibres. A new rusticity and suppleness with surprising and seductive handles.

Fantasy acts as a chameleon, revealing multifaceted styles. A new rhythm to motifs and embellishments. A play on disconnect and opposition, constructing by assembly.

Denim expresses itself powerfully with a vaunted fierceness. Doing the strict maximum, with an heightened tactility and eye-catching fleeces. Giving a refresh to trash looks by altering surfaces, abrading, blackening, damaging.



## TRENDS

The Trends Agora was a place to fully absorb the season and discover the Denim exhibitors' key products via fabric samples, finished products and accessories. The design of the space was a collaboration between Denim Première Vision and Filippo Maria Studio.

Discover the space thanks to our 3D fashion forum, providing you a 100% virtual visit.

Get an insight on the scenography of the space, thanks to a conversation with scenographer Filippo Maria.

## AGORA

## SUMMARY

- \_\_\_\_\_ ECO ANALYSIS
- \_\_\_\_\_ UNEXPECTED SUITS
- \_\_\_\_\_ MULTIFACETED FANTASY
- \_\_\_\_\_ AUGMENTED ROUGHNESS



# ECO ANALYSIS



Natural dyes are increasingly found in proposals for next winter. The search for new colors is a new way to stand out. Chemical-free dyes made from clay, plants and edible foods are favored.



Non-dyes continue with colors directly derived from recycled fibres, giving blue-greyish delicate shades to products.



Factories' waste can be turned into accessories with labels, ribbons made from 100% postindustrial denim.



Recycling components remains a major challenge. Exhibitors offers solutions with screw-on metal parts and reinforced seams instead of rivets.



Regenerative cotton makes its way into collection, with products certified Regenagri, ensuring good agricultural practices.



Traceability is the key word for denim exhibitors. A lot of tools are in place to assist their desire for transparency with DNA tracers, the use of blockchains and QR codes.





# UNEXPECTED SUITS



Raw denims in 100% cotton, sometimes blended with wool for warmer winter suits. Products are truly sophisticated with blends of lyocell and hemp.

OTHEBY WOODWARD  
ELF170403214 TESBLE311 - SHAPASAT120W178



Weaves are accentuated with stripes and herringbones. A play on scale, alternating widths to create dynamic visuals.

OTHEBY WOODWARD  
PAJPH10023781012121 - BLAM120W178



Accessories play on elegance. Labels and rivets have marked surfaces, echoing the look of a denim weave.

OTHEBY WOODWARD  
PAGH10023781012121 - BLAM120W178



The return of true natural visuals thanks to hemp blends. Flecked effects, hairy surfaces and crisp handles are everywhere.

GENUINE AUTHENTICS  
ELF170403214 TESBLE311 - SHAPASAT120W178



Look-alike hemp fabrics mix recycled cotton with polyester. Blends with lyocell create soft and irregular feels. A real return to authentic looks.

GENUINE AUTHENTICS  
PAGH10023781012121 - BLAM120W178



Products grow more relaxed and fluid with blends incorporating lyocell for soft and supple handle.

LOOKEDTODAYDENIMSTORE  
PAGH10023781012121 - BLAM120W178





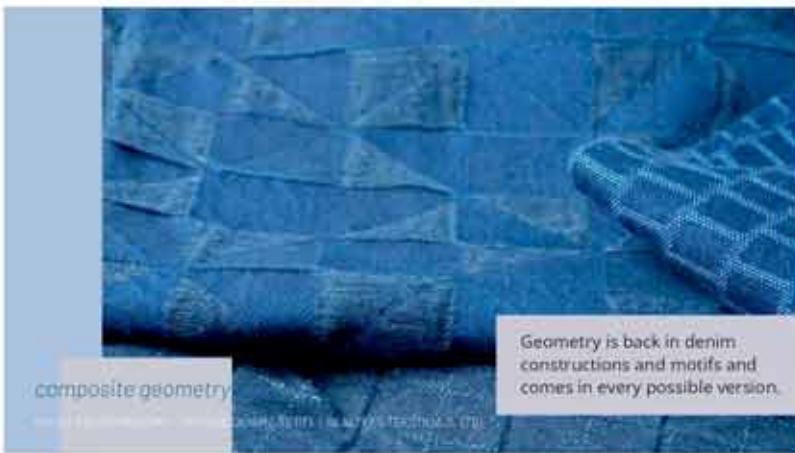
A suppleness expressed in a dense and thick manner with malleable handles for heavier products. Classic 3/1 weaves are very marked.

unpredictable behaviors  
PAOLO BERNARDINI / BIRCHWOOD / REALIZED DENIM, A.S. (IT)



An updated workwear with denim fabrics visually raw but possessing elastic performance.

unpredictable behaviors  
PAOLO BERNARDINI / BIRCHWOOD



composite geometry

Geometry is back in denim constructions and motifs and comes in every possible version.



composite geometry

Motifs create optical effects, fancy weaves give texture and 3D surfaces to fabrics.



composite geometry

Diamond shapes are widely used, delivered in laser prints, jacquards and dobby weaves



unexpected assembly

Patchworks are deconstructed with frayed edges and overlapping patches. A spontaneous spirit, with a sense of mended and patched-up pieces.





expected assemble

Patchwork colors updated with different dyes, overdyes and wash-outs. Geometrical shapes complementing each other.



expected assemble

Blends between denim and non-denim are on the rise. Attractive combinations on big wide jackets to accentuate the volume or highlight details.



catchword

Fabrics surfaces are used to express an opinion or a point of view.



catchword

Laser prints, jacquards and patchworks are placed or all over for statement pieces.



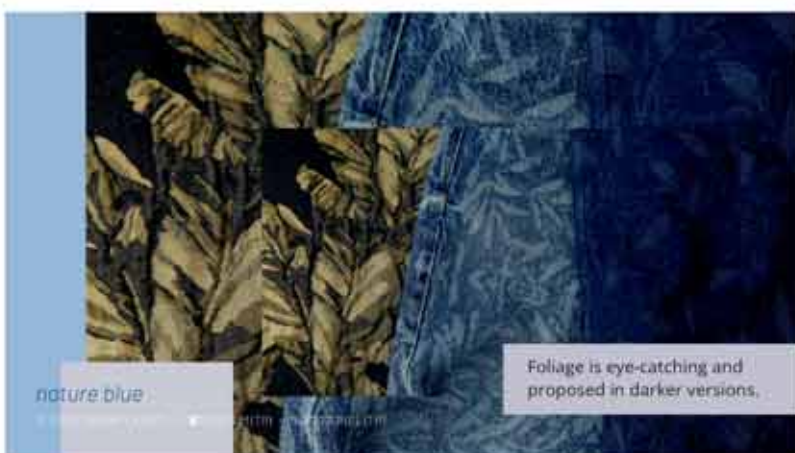
catchword

Accessories present a bold use of color, drawing on advertising graphics. Typographies stand out in contrast with raised letters.



nature blue

An endless amount of flowers and leaves. Jeans are decorated with laser-printed, needle punched or hand-printed natural motifs.



nature blue

Foliage is eye-catching and proposed in darker versions.



nature blue

Accessories are delicate with flowers engraved on recycled polyester buttons, flocked on leather labels. Buttons take the shape of small metallic flowers.

FOR LATEST TREND FORECAST

VISIT...

[www.apparelviews.com](http://www.apparelviews.com)



# AUGMENTED ROUGHNESS



Tones lean to dirty, damaged pinks. A star color for the season in duo with blue. Dyes look aged, eroded by time.

dyes in accent  
EUPHONY® | INDIAN SECTOR® | HELLERS TEXTEL, A.S. (IT)



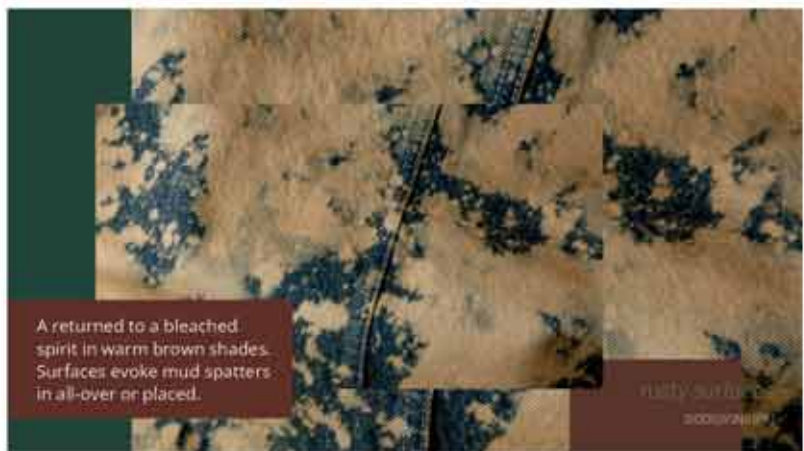
Dyes head towards greyish browns and greens. Much more earthy and natural tones.

dyes in accent  
MANTAS DENIM (IT) | MASTER TEXTILE MILLS LIMITED (PK)



A grunge feel returns to denim with fabrics that have lived, full of wear and tear. Resistant weaves are preferred, with stiff and dense handles.

rusty surfaces  
AZOARD WOV® | BURTON (IRE) | ORLEANABS (UK)



A returned to a bleached spirit in warm brown shades. Surfaces evoke mud spatters in all-over or placed.

rusty surfaces  
DODOPAR®



Buttons and rivets feature patinated metallics. Golds and coppers look rubbed and worn.

NESS  
rusty surfaces  
INDUSTRIAL (UK) | MANTAS DENIM (IT) | MANTAS DENIM (IT) | WOMETEX (CZ) | BLOW



Black denims are widespread. Blacks wash-out become irregular, transform into dark greys. We note the return of orange-peel effects.

deep in rust  
MANTAS DENIM (IT) | MASTER TEXTILE MILLS LIMITED (PK)





**PV** DENIM FASHION HIGHLIGHTS



Complete **Digital Marketing** Solution  
For **Textile Industry**



**Web Designing & Development**

CAPTIVATING AND APPEALING DESIGN

- E-MAIL CAMPAIGN • SEO • SEM • SMO • CONTENT MARKETING •

**APPAREL VIEWS**

+91 93100 11004 / [digitalmarketing@apparelviews.com](mailto:digitalmarketing@apparelviews.com)

*Make us your partner and we will help you enhance your digital marketing footprint.  
Reach your audiences rightly and get tangible results through us!*