



24

SPRING SUMMER

FASHION HIGHLIGHTS

PREMIERE VISION

The art & heart of fashion

DENIM SS24

For the Spring summer 24 season, experimentation is rooted in denim's past, with a spirit of authenticity and heritage inspirations.

New basics, and increasingly experiments, in an offer seeking quality and durability, while keeping in step with sustainability.

Eco-responsibility is of key importance this season, cutting across all collections. It's the starting point for generating renewable alternatives, providing new insight into developments, and constant research focused on durability.

FASHION FORUMS

Three fashion forums with a selection of fabrics, finished products and accessories from our exhibitors' collections. The Design of the space was in collaboration between Denim PV team and Filippo Maria Studio.

Discover the space thanks to our 3D fashion forum 1 & forum 2 providing you a 100% virtual visit.

SUMMARY



ECO HIGHLIGHTS



CLEAN NOSTALGIA



OPULENT EXPRESSIONS

REVISITED ESSENTIALS

24

SPRING SUMMER



ECO HIGHLIGHTS



100% recycled are increasingly found in proposals for next summer. New virtuous performances, less chemicals in production processes and a mix of mechanical and chemical recycling.

Diferent kinds of recycled fiber blends, such as Refibra. Here, wood pulp is used as a raw material, and is mixed with cotton scraps from the textile industry to produce the fiber.

100% RECYCLED

BOSSA (TR)

A sustainable way of thinking right from the design conception: accessories that can be endlessly recycled, like buttons or rivets.



KIPAS DENIM (TR) - KOMET METAL (TR)

100% organic cottons for sophisticated qualities. Clean looks with robust handles, for high-end denim and gabardine qualities.

NEAT SOPHISTICATION

VELCOREX (FR)

TAVEX EUROPE (MA)

New plant fibers replacing cotton, like kapok, a light cellulosic fiber that consume less water to be produced, make way into the collections.

Cellulosic and biopolymer fibers, such a soy bean fiber or fibers made from recycled agri-food waste such as Agralooop, permit a sustainable diversification of food waste.

VEGETAL VARIATIONS

KASSIM DENIM (PK)

For accessories, 100% eco-blends : soya fiber for ribbons and other vegetable fibers, like hemp, which can be found in rustic-looking labels. Recycled mixes, like apple skins and recycled denim cloth for labels.

MAKIN (MA) - HEMPTOY (FR)

New alternatives and various eco-responsible possibilities for stretch. Ciclo, a textile additive that makes polyester compostable, or Repreve, a certifiable and traceable fiber made from plastic bottles.

ALTERNATIVE STRETCH

MARITAS DENIM (TR)

FCE DENIM (PK)

ECO COLORS

Undyed fabrics, which are almost wardrobe classics this season, become textured. Fabric retain their characteristics, while the fibers show off their irregularities.

By enhancing to a wider range of natural colours, which keeps the color of the fiber, without dyeing.

This season's colors diversifies in a virtuous range of pastel dyes obtained from plant-based colors including flowers, shells, fruits.

Thanks to systems that concentrate the dyeing steps, we have less energy, chemical consumption and wastewater emissions.

There are also new alternatives in terms of finishings: coatings entirely produced with recycled material waste, with chemicals derived from natural and renewable raw materials.

REVISITED

SPRING SUMMER

ESSENTIALS

RELAXED SUPPLENESS

Weights grow lighter and are worked in strong contrast right up to transparency in alternative to conventional cotton, like abaca fiber, pima cotton, linen and hemp. A quest for sophistication that diversifies into products with yarn effects, chambray, fancy wovens, mercerised aspects.

Shirt looks pick up on super classic, 90s' inspired authentic looks.

There's a shift away from the overshirt look, and a move back to classic cuts, weights and uses.



RELAXED SUPPLENESS



FOGA DENIM (FR)



INDIGO TEXTILE (FR) - MONTICA CHEMICAL SOLUTIONS LTD - BOSSA (FR)

An '80s inspiration, for short jackets with volume. Tracksuits and casual cuts for separates, that invite new layered looks, and fluid silhouettes for a casual urban inspiration.

RE-WORKED

A return of classics and search for a timeless look. Strong and distinctive work-inspired weaves, like panamas, featuring new proportions and marked yarn-effects.



AKKUS TEXTILE (FR) - MASTER TEXTILE (FR) - SQUARE DENIM LTD (IND) - SHARABAT DENIM (FR)

Very straight, versatile, functional cuts.

Straight-leg cargo trousers, without excess pockets, in dense, structured fabrics.



VELCOREX (FR) - RED BUTTON (FR) - BOSSA (FR)



AKKUS TEXTILE (FR)



Technical denims make ways into the collections. Highly resistant fibers, like recycled polyamides, and water-repellent finishes characterize the collections.

FUNCTIONAL BLUE

24

SPRING SUMMER



OPULENT

PV



EXPRESSIONS

MINERAL INDIGOS

A new palette inspired by minerals. Thanks to different layers of washing and dyeing, colors acquire strong contrasts. Indigo is never pure, but always mixed with experimental dyes and washes.



AKKUS TEXTILE (FR) - ADVANCE DENIM (CH) - MASTER TEXTILE (FR) - SQUARE DENIM LTD (IND) - SHARABAT DENIM (FR)

Mineral aspects are declined in irregular coatings with saturated color layers and illuminating shines. A palette from indigo to gold, to enrich visual aspects.



AKKUS TEXTILE (FR) - SHARABAT DENIM (FR) - INDIGO TEXTILE (FR) - TROTT (FR) - KASSIA DENIM (FR)

DUSTY DENIM

The color effects express the passing of time, and thanks to spray and pigment effects, surfaces seem worn, or layered in dust.

KASSIM DENIM (PK)

The indigo color disappears to make room for overdyed bases, with mixes and variations of techniques that produce stain effects in earthy and reddish tones.

AZGARD (PK)



SIDDHOSONS (PK) - INDIGO TEXTILE (PK)

Glossy, ultra-textured and graphic interpretations, imitating corroded surfaces, for coatings and accessories.



CADICA (IT) - CASATI FLOCK (IT)

FANCY EROSIONS

Lasered surfaces, jacquards and patches mixed with other techniques on dyed and overdyed bases in a fancy interpretation

OUTSIDE DENIM LAB SPAIN (IT) - (IT)

This season distressed textures are broken down in a range of visual effects, in torn, abrasive grindings and regular patterns.

MASTER TEXTILE (PK) - AKKUS TEXTILE (TR) - SHARABATI DENIM (TR) - KIPAS DENIM (TR)

FANCY EROSIONS

Rich textures are interpreted in overelaborated, aged effects. Distressed aspects are exaggerated creating ultra worked strong visuals.



CADICA (IT)



RAJY INDUSTRIES (PK) - FM GROUP (MU)

Accessories with irregular edges. Abraded aspects for labels, aged discolored metals and leaking colors for rivets and details.

ADRIE METAL (TR) - CADICA (IT) - KASIN LEATHER LABEL (TR) - BEO BUTON (TR)

FANCY DEVELOPMENTS

Dramatic and opulent visuals, for a denim that is almost baroque. Decoration with highly-elaborate floral and ornamental motifs, inspired by upholstery.

BAROQUE DENIM

OUTSIDE DENIM LAB BY FABRICE (IT) - CHOTINAI (PK) - CASATI FLOCK (IT) - OCLINGO (IT)

Accessories in a gothic style, in matte irregular silver tones. Furry textures for jacrons, and handcrafted paper labels.

MASTER TEXTILE (PK) - KASIN LEATHER LABEL (TR) - CADICA (IT)

Over accumulation for geometric repeats, regular checks, diamonds or organic shapes for a more youthful, simple spirit.

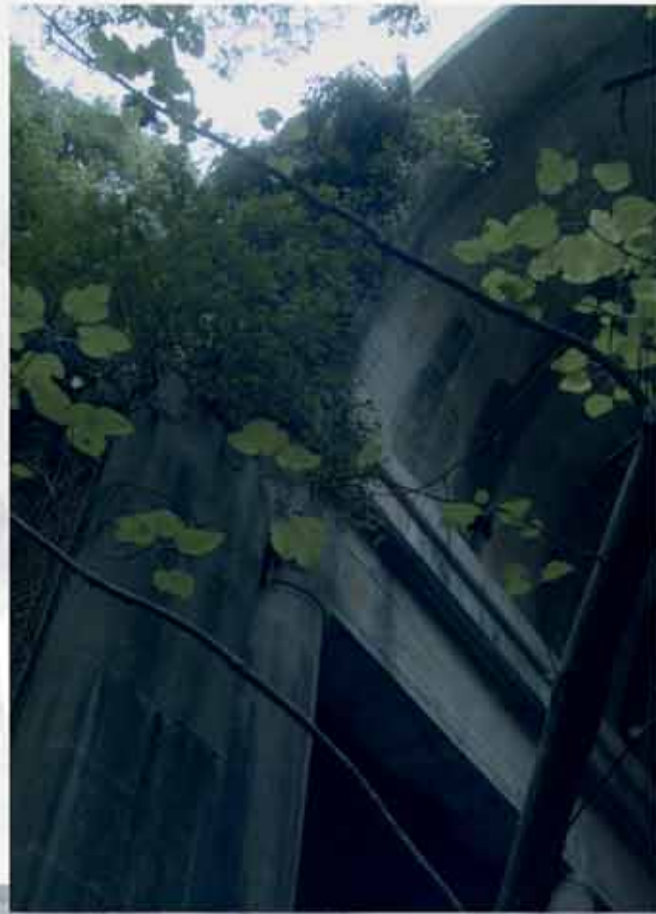
PLAYFUL CRAFT

AZGARD (PK)

24

SPRING SUMMER

CLEAN NOSTALGIA



GRAYISH LIGHTS

This season greys and blues become very close. Blacks are infused with light, for irregular luminous washes

INDIGO TEXTILE (PK) - MARIYS DENIM (TR) - RAYMOND UCO DENIM (MX) - ADVANCE DENIM (CH)



CLOUDY SUMMER

Bleach effects, Acid and ice washes, in variations of pure indigo and vivid brights.

For cloudy almost abstract effects and patterns worked in different scales.

AZGARD-9 (PK) - SIDDOSONS (PK) - OFFICINA+39 (IT) - MASTER TEXTILE (PK)



A contrasting romantic atmosphere for silhouettes that can be interpreted in both menswear and womenswear.

Faded effects and marbled, irregular patterns, floral and vegetal inspirations.

RIPAS DENIM (TR)

OFFICINA+39 (IT) - OUTSIDE DENIM LAB BY FABRITEX (IT)



CRACKLED CONTRAST

White nuances and spots, combined with revisited yet authentic sewing techniques, like piping details used for vintage decorative effects.

RAJBY INDUSTRIES (PK)



Indigo migrates to accessories, for worn and irregular effects.

CADICA (IT) - RIBBONTEX (IT) - CALIK DENIM (TR)



Silhouettes are inspired by heritage looks, 80s ensembles with heavy and stiff weights.

3D contrasted stone washed effects and crease marks accentuated by whiskering and tacking.

CADICA (IT) - CALIK DENIM (TR) - MONTEGA CHEMICAL SOLUTIONS (IT)