



DENIM

PREMIÈRE VISION

— S/S 17 LAUNDRY ANALYSIS —

BARCELONA, SPAIN | NOVEMBER 18-19, 2015

The key wash and colour trends to emerge from the S/S 17 edition of the Denim Première Vision trade show in Barcelona.

OVERVIEW

A quieter atmosphere was felt throughout the S/S 17 edition of Denim Première Vision. In its fourth season in Barcelona – and now at its new residency at Fira Montjuïc – the show saw notably lower footfall than that of previous editions. Despite this, most vendors remained positive, pointing out this did not seem to be affecting sales or appointments, and that they were welcoming regular, top-quality clients.

One of the biggest stories to come out of the show was the absence of ISKO, which dropped out with an aim to reposition itself within trade shows. This move follows Candianni's departure two years ago and evoked uncertainty among attendees, who questioned whether the show will stay in the city for May 2016. In an interview with Sportswear International, PV organisers denied a move from Barcelona next season.

The show hosted two seminars across the two days. Denim Smart Conversation focused on sustainability, aiming to show how exhibitors are involved in sustainable practices and discuss the added value that traceability and sustainability represents. The show also presented its second edition of the Denim Trend Tasting, where international denim industry expert Michelle Branch explained her vision for the S/S 17 trends.



Denim by Première Vision



MISSING CAPTION



Royo Textile



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Blue Farm Textile Limited



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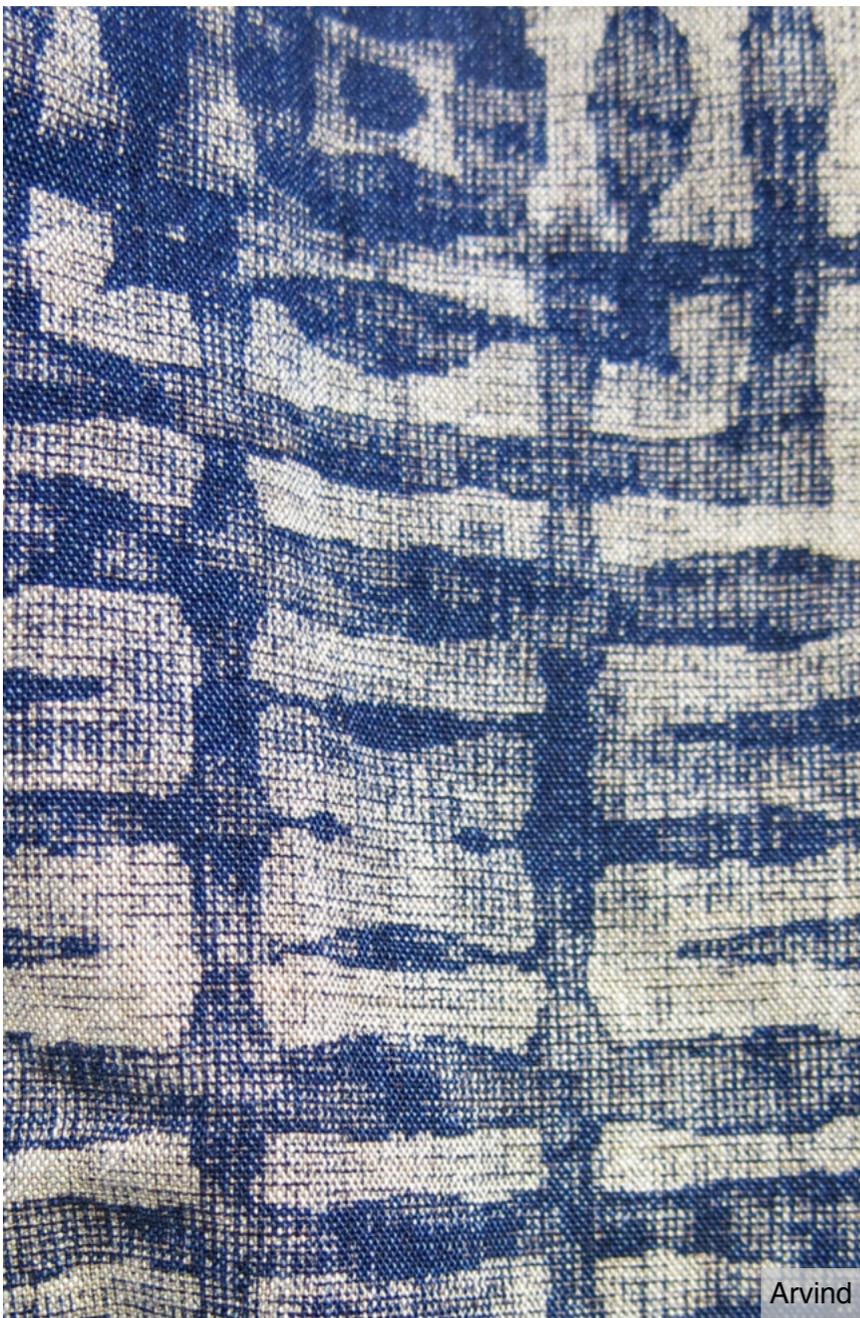
Artistic Fabric Mills

TREND CHECKLIST

- **Indigo Artistry:** wash houses get experimental with indigo washes for S/S 17, exploring vintage laundries through a modern lense. Modern placements and new applications update shibori and batik crafts, while laser and masking techniques give the indigo shadow trend new direction. Antique indigo shades on rustic constructions emerge as a key update for shirting and summer-weight bottoms
- **Vintage Military:** military shades make up the key fashion palette for S/S 17 with off-white and laundered cargo greens emerging as the alternatives to indigo. A focus on vintage tints and authentic sunfaded washes gives the look commercial appeal, while rain and windproof coatings add a functional element
- **Nylon Touch:** mills and laundries continue their focus on active and sports-inspired looks. For S/S 17 this materialises through special nylon-touch coatings on super-lightweight fabrics, as well as nanotech-based finishing technology that allows dirt and water to simply run off the surface of the textile
- **Decorative Destruction:** destruction moves on with a range of new technical weaves that allow for intricate textures while focusing on sustainable finishes

“ INNOVATION SEEPS THROUGH FROM MILLS AND LAUNDRY HOUSES, PRESENTING UNEXPECTED COMBINATIONS OF NEW FINISH TECHNOLOGIES AND SUSTAINABLE ADVANCES, AS WELL AS CLEVER INTERPRETATIONS ON CLASSIC INDIGO LAUNDRIES. ”

Samuel Trotman,
Denim Editor, WGSN



Arvind



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INDIGO ARTISTRY

WASH & COLOUR

Reflecting on a trend seen on the [S/S 16 catwalks](#), vendors present a range of artistic indigo applications for S/S 17. Traditional indigo crafts such as batik or [shibori](#) inspire all-over patterns as well as placement tie-dye stripes, as seen at A14. Blue Farm experiments with random bleach applications for cloudy effects, as well as polyester weave patterns that resist dye absorption.



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Royo Textile



Jeanologia



Royo Textile



Jeanologia



Velcorex

INDIGO ETCH WASH & COLOUR

Mills launch interesting optic fabrics for S/S 17, using a range of sustainable wash techniques to drive print and pattern trends forward. Tejidos Royo expands its Ambi-Wash project, using a new sustainable corrosion process called Indisol to achieve a group of high-resolution motifs on high-end Tencel fabrics. Jeanologia continues to refine its laser technology with precise burn-outs, while other mills experiment with intricate jacquards that replicate laser effects.



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Denim Clothing Company



Desert Studio

INDIGO PANEL WASH & COLOUR

A key laundry trend highlighted in the [Denim Textile Direction S/S 17 – Digital Wave](#) report, indigo panelling moves forward in clean and sharp blocked iterations. Indigo masking techniques create precise lines between panels, while more commercial applications highlight removed patches to create a contemporary take on vintage patchwork. A 50/50 split on jeans or simple tonal indigo patches at the knee are the most effective looks within this approach.



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Nihonmenpu Textile Inc.



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Atlantic Mills

NYLON COATING TREATMENT

The continued importance of activewear in denim drives mills to develop **technical-looking coatings**. Lightweight denims and chambrays are given high-gloss resin applications that imitate **technical windbreaker styles with a nylon hand**. Blue Farm looks to ripstop style prints or mesh-bonded faces for true activewear style. Atlantic Mills and Nihonmenpu look to water-resistant coatings such as British Millerain. Arvind plays with matte coatings that boast a leather shine when buffed.



Blue Farm Textile Limited



Artistic Fabric Mills



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Bossa Denim & Sportswear



Cone Denim

ANTIQUÉ INDIGO WASH & COLOUR

Indigo looks evolve beyond Americana workwear and towards late 18th-century European and Japanese peasant looks. Arvind presents its range of hand-dyed/spun/woven Khadi denims and Cone showcases its first natural indigo collection that is grown and dyed in the US. Other mills explore the range of deep and dark nuances of natural indigo, as well as the vintage purple-cast shades seen at Artistic Fabric Mills.



Arvind



Orta Blu



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Atlantic Mills



Kuroki Co. Ltd.

MILITARY WASH & COLOUR

A key trend also noted at the [S/S 17 edition of Kingpins Amsterdam](#), mills increasingly look to military-inspired fabrics and shades as a fashion alternative to indigo. Particularly relevant within the men's market, fabrics focus on [archive-inspired gabardine](#), sateen and selvedge updates. Rugged waxed and oiled-finish canvases offer functional waterproof and breathable attributes. Moss and cargo tones are softly laundered for vintage appeal.



Arvind



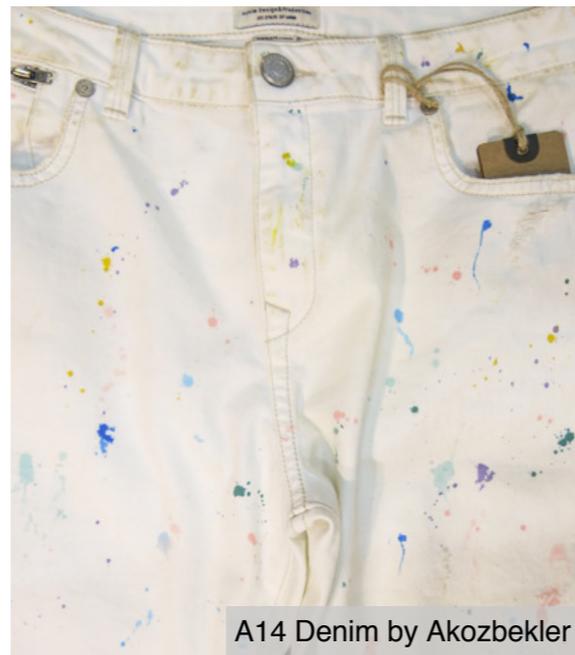
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Bossa Denim & Sportswear



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Royo Textile

VINTAGE WHITE WASH & COLOUR

Seasonal summer whites get a vintage update for S/S 17 with a range of wash and laundry applications. Royo introduces its sustainable Ambi-Wash project with Italian wash specialist Montega Verde, whose surfactants are obtained through natural and renewable ingredients. Bossa looks to natural dye-stuffs such as acorns. Sun-faded and dirtied shades are explored through extreme bleach-outs and earthy tints. Contrast brown or black wefts make for interesting fades.



Atlantic Mills



Royo Textile



Artistic Fabric Mills



Blue Farm Textile Limited

DECORATIVE DESTRUCTION

WASH & COLOUR

Influenced by ISKO's innovative Scratch 'n' Jean coated yarn denims, Atlantic Mills and Artistic Fabric Mills experiment with similar [decorative destruction](#) techniques for S/S 17, using extra layers of weave that can be scraped and abraded away. Royo introduces an innovative print technique that reacts to enzyme washing, burning away the fabric to leave an intricate destroyed pattern. Blue Farm uses devoré burnout techniques for more feminine sheer looks.

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Royo Textile