

A close-up photograph of denim fabric, showing the characteristic twill weave and the texture of the threads. The fabric is a deep blue color with some lighter, worn-in areas. The lighting highlights the individual threads and the overall texture of the material.

DENIM

PREMIÈRE VISION

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

For its 16th edition, Denim Première Vision asserts its role as leader of the international upstream jeanswear sector.

OVERVIEW

Now three seasons into its new residency at Fira Montjuïc in Barcelona, Denim Première Vision (renamed and simplified without the 'by') proves itself as an unparalleled meeting point for the international denim community after its decision to relocate from Paris a year ago.

The A/W 16/17 show and overall 16th edition brought much buzz and excitement for attendees with the show floors packed with 4,131 international visitors (73% up on Nov 2014) hailing from all over Europe, the US and Asia over the two days. The larger space allowed for an additional 10 new exhibitors to the already large portfolio of 96. The theme for A/W 16/17 was Denim Constellations with the idea hoping to inspire jeanswear insiders to 'converge and connect' at the show.

As with many denim fabric fairs, sustainability is a key focus for the show. Orta Anadolu and Garmon Chemicals hosted two seminars daily to give insight into the new sustainable initiative Green Screen, as detailed in the upcoming Denim Sustainability report. Jeanologia presented its Blue Technology exhibition, showcasing its latest laser developments.

Read further news about the events at Denim Première Vision in the [WGSN@](#) report.





Orta Anadolu



ISKO



Cone Denim

TREND CHECKLIST

- **Sustainability:** eco-friendly attributes remain important for many vendors and communication of this is even more apparent. Key collections include Garmon Chemicals' Green Screen programme, Orta's new Vegan Denim offering, Calik's Oxygen technology and Jeanologia's Blue Technology exhibition, comparing old and new denim treatment techniques
- **Advanced Denims:** each season denim steps further into the new frontiers of technology with mills integrating highly functional fibres into traditional denim weaves. For women, this includes shapewear denims with bi- and high-stretch capabilities designed to enhance the figure. Men's developments focus on comfort-stretch in authentic-looking denims as well as performance denims with rip and tear resistance
- **Denim Craftsman:** artisanal attitudes continue to be a core styling reference for A/W 16/17. Arvind offers hand-loomed fabrics as part of its Kardi collection, while Orta looks to natural dye stuffs on an industrial scale, and Isko presents a Japanese-sashiko-inspired textural denim

“ WITH CONSUMERS DEMANDING MORE FROM THEIR DENIMS, MILLS FOCUS THEIR DEVELOPMENTS ON PERFORMANCE AND TECHNICAL FABRIC ADVANCES THAT MAKE WEARERS LOOK AND FEEL BETTER. HIGHLIGHTS INCLUDE ORTA'S THERMO-REGULATION AND ANTIBACTERIAL DENIMS AS WELL AS ROYO'S NEW ARMALITH RANGE, A HIGHLY FUNCTIONAL RIP-RESISTANT AND BREATHABLE STRETCH COTTON FABRIC. ”

Samuel Trotman
Denim Editor, WGSN



PERFORMANCE FABRICS

Performance and smart fabrics were a focus for the mills at the show as consumers look for smarter and more versatile denims. Cone presents its water-resistant denims, and Blue Farm progresses its super-lightweight coatings with a chambray version. Royo's Armalith and Orta's main collection both focus on outdoor performance technology with thermo-control functionality for urban active outdoors use.



Orta Anadolu



ISKO



Artistic Fabric Mills



Cone Denim



Calik Denim

SHAPEWEAR STRETCH

As stretch functionality moves into the realm of activewear, mills present improved bistretch solutions to the market. Isko releases its Blue Skin range, which looks to a new fabric to lift and elevate as well as sculpt. 360% stretches address the need for both a horizontal and a vertical stretch with under 3% growth and a fantastic recovery. Top collections include Orta's Bodyframe, Calik's Thin Up, Artistic's Low Growth Denims and Royo's Hug.



Blue Farm Textile Limited



Denim Clothing Company



ISKO



Orta Anadolu

NEXT-GEN KNITS

As the knit trend continues, mills explore novel updates and winter-friendly aspects for A/W 16/17. Increasingly, salt-and-pepper-effect yarns emerge, creating a tactile and woollen effect to suit the cooler months. Generating loop-back effects on fabric faces adds to the tactility trend, while open knits with crepe-like properties also emerge. Fused fleece-back knits or contrast-colour wefts are key.



Lenzing Fiber



Orta Anadolu



ISKO



Blue Farm Textile Limited

RIGID STRETCH

Proving a natural progression in stretch innovation, and a men's-orientated trend, these new fabrics appeal to purist rugged markets, yet maintain comfort. Fixed twill lines, heavy gaberdines and weighty fabrics remain key in the men's sector, appealing to classical denim aficionados. As the trend progresses, customers opt for the feeling of comfort stretch. These fabrics appeal to both demands.



Calik Denim



Arvind Limited



Kuroki Co. Ltd.



A14 Denim by Akozbekler



Calik Denim



Tejidos Royo

VISIBLE TWILL

As noted in recent fabric trade show reports, chunky gabardines and cavalry twills are on the rise. Constructions have a prominent, pronounced and rugged character. Textural 4x1 surfaces have high-contrast indigo and ecru warp and weft to create visible grins. Mills explore these constructions on knit denims to give them an authentic appearance. Suitable for outerwear, sportswear and rugged workwear styling.



Orta Anadolu



Calik Denim



Artistic Fabric Mills



ISKO

RUGGED STRETCH

Comfort stretch is becoming an increasingly important factor for men's denims, but unlike the women's clean stretch concept, men's constructions focus on authentic and rugged-looking denims with subtle hidden stretch. Mills evolve the vintage character with neppy and slubby hands, defined twills, grin aspects and stretch selvedge. Orta's I-Core Reloaded, Isko's X-Men's and Calik's Authentic Soul are key collections.



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Calik Denim



Lenzing Fiber



Orta Anadolu

LOFTY HAND

Defined twills play on the growing trend for exaggerated character with open and loose constructions giving denim assortments a relaxed, easy appeal. Constructions play with the concept of comfort handle, with the look of regular twill. Ideal for boyfriend jeans, these denims have a soft-focus, super-lightweight handle with a defined white grin that creates an authentic appearance.



Denim Clothing Company



Calik Denim



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Kuraki Co. Ltd.



Artistic Fabric Mills



A14 Denim by Akozbekler



Orta Anadolu

FUZZY FACES

For core collections, denim mills explore a range of tactile wool-like surfaces to create winter appeal. Denim Valley by Tejidos Royo, Calik, and Blue Farm all present a series of woolly denims that mix acrylic and cotton to give fuzzy character, while Orta launches Cozy Denims, employing up to 20% wool. Other mills update twisted yarn constructions with neppy hands as well as Chanel-like bouclé and tweed effects in indigo.



Kuroki Co. Ltd.



A14 Denim by Akozbekler



Blue Farm Textile Limited



Arvind Limited

INDIGO CORD

Denim continues to expand beyond the traditional realm of 3x1 twills into alternative constructions. Vendors explore corduroy through a denim lens, with indigo warp and ecru weft that allow for traditional denim washdowns. Cavalry and Bedford constructions offer similar raised stripes and linear character. These fabrics are ideal for updates on everything from five-pocket styles, to joggers and winter jackets.



3D WEAVE

The influence of Japanese construction remains relevant with a range of 3D textures appearing across the show floor. Isko evokes Kapital's Century Denim, creating both all-over texture and subtle hi-lo textures, while other mills move sashiko beyond its traditional Japanese roots and create cleaner, more modern takes in deep indigo-on-indigo weaves. Dobby and waffle weaves continue to trend, now with smarter, refined techniques such as fil coup.



Kuroki Co. Ltd.



A14 Denim by Akozbekler



Blue Farm Textile Limited



Arvind Limited



Artistic Fabric Mills



Denim Clothing Company

SLUBS & TWISTS

A beautiful range of slubby and twisted textures emerge for A/W 16/17. Taking the concept of authentic hand-loomed looks and modernising them, mills explore multicolour slubs in horizontal and vertical patterns as well as vibrant salt-and-pepper looks to emphasise the characterful texture. Twisted yarns update in monochrome palettes as well as layered effects with jacquard patterns. Usually seen on wefts to offer subtle contrast on rolled cuffs.



A14 Denim by Akozbekler



Orta Anadolu



Kuroki Co. Ltd.



A14 Denim by Akozbekler



Blue Farm Textile Limited



Denim Clothing Company



ISKO

ORANGE PEEL

The 1970s have been a key reference on the catwalks and streets, and mills tap into the trend by offering up the open-end weaves and slubby defect constructions of the era. Perfect for all-American-style jeans, trucker jackets and western shirts, these graphic weaves create true vintage character. These are combined with classic stonewash finishes in green and red cast shades.



Arvind Limited



Orta Anadolu



Arvind Limited



Kuroki Co. Ltd.



Calik Denim



Blue Farm Textile Limited

ARTISAN ATTITUDE

The growing interest in narrow-loom, hand-dyed and handcrafted fabrics in purist markets drives mills to explore capsule collections with small, local artisan weavers. Indian mill Arvind offers Khadi denim, made from hand-spun yarn, dyed in natural indigo and woven on handlooms. Orta launches its Vegan Denim dyed from natural dyestuffs such as hazelnuts, tea, walnuts and indigofera. Other mills replicate this personal hand-spun look through slubby and neppy surface character.

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Click on brand name for more images

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