

Denim by Première Vision zieht nach Barcelona

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Neuer Veranstaltungsort der Denim by Première Vision wird ab dem 21. Mai 2014 die Halle 8 der Fiera Barcelona sein. Laut Veranstalter Première Vision S.A. ist der zu Beginn des 20. Jahrhunderts entstandene Industriebau, der perfekte Standort für die Jeans-Branche. Nachfolgend einige Statements zu dem Umzug der Denim by Première Vision in die katalanische Hauptstadt:

„The place will be better for us- larger, with a new atmosphere and more inviting. Barcelona is a vibrant young city, full of creativity, a city that offers a lot of inspiration for the denim community. With this change, Denim by Première Vision fully establishes itself as the leader in denim trade fairs for all jeanswear lovers." **Neil Bell / Global Material Fabric and Fibre Innovation / Levi Strauss & Co.**

„We think it's a great initiative! The show will get a new boost of energy in a city that's a junction of creativity and innovation." **Marco Lucietti / Global Marketing Director / Isko**

„With this new location, Denim by Première Vision will benefit from new vibrations, new energies, in a city whose very identity is based on a mix of cultures. Barcelona is also very interesting for us as it is at the crossroads of the northern and southern markets. And what's more, it's a sexy city for an equally sexy product!" **Nicolas Prophte / Head of Sourcing / Pepe Jeans**