

# BLUEZONE

## PRESS RELEASE

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### New Interactive BLUEZONE Living Page Is Now Live

**The International Denim Trade Fair BLUEZONE provides a new digital home for the denim community: [www.bluezone.show](http://www.bluezone.show). With the launch of the progressive BLUEZONE Living Page, the team offers a completely new experience through an interactive and dynamic approach featuring exclusive denim insights.**

In addition to offering information about the key event BLUEZONE itself, the new BLUEZONE Living Page engages denim lovers to discover the latest novelties and developments of the blue community: with inspiring denim trends, behind the scene shots, material news and fashion collections. Everyone with a heart for denim – from manufacturers to fabric buyers and textile futurists – gets the chance to dive deeper into the blue world and the personalities who are shaping this industry.



*“We always wanted to offer the denim community a special environment according to their needs – which is why we started to organise BLUEZONE as a dedicated denim show in the first place. In these challenging times, we felt like broadening this approach by offering the industry a new, exciting and vivid platform to share information, get inspired, collect futuristic ideas and stay connected throughout the year”,* says Sebastian Klinder, Managing Director of BLUEZONE.

*“We aimed to create something truly unique: a lively digital home where one could spend hours because the content never gets boring and is constantly updated. True to our motto ‘denim beyond the seasons’, our special BLUEZONE Living Page creates the perfect basis for the live talks and the development of innovative novelties which will be presented at our upcoming BLUEZONE show from 31 August to 1 September 2021”,* adds Lucie Germser, Denim Creative for BLUEZONE.



#### Denim community is invited to share their exciting news on [www.bluezone.show](http://www.bluezone.show)

Besides featuring the “Unmissable Community News”, the page visitors can share some “Hot Minutes With” industry insiders like Stephanie Micci, Global Creative Director of Roxy, or Ronnie Reyes, Global Head of Design of Quiksilver. Further denim heads like Luca Braschi, CEO of Blue Alchemy, or Barbara Gnutti, CEO of Effe-Bi, answer unexpected questions in the “Who Really Is” series. In the “Bluezone Speed Meeting”, denim manufacturers and mills present their company values and collection novelties in short video interviews.

The idea behind the one-of-a-kind BLUEZONE Living Page [www.bluezone.show](http://www.bluezone.show) is to constantly update and inspire the industry through a “living” platform. Whereby, everyone in the denim industry is invited to share interesting news and ideas with the BLUEZONE team.

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#### ABOUT BLUEZONE - THE INTERNATIONAL DENIM TRADE FAIR

Founded in 2003 as the first of its kind denim dedicated show, BLUEZONE has established itself as one of the most substantial business platforms for the global denim, street and sportswear market. Leading denim pioneers showcase their most recent denim novelties to the international denim and fashion community. With a strong commitment to excellence and a highly innovative approach, BLUEZONE is a key event to present quality materials, share know-how and discover innovations and the latest trends in a unique blue-blooded environment for denim beyond the seasons. Simultaneously and right next to BLUEZONE, the International Fabric Trade Fair MUNICH FABRIC START showcases novelties in fabrics, accessories and prints twice a year so that visitors can source from a varied textile portfolio offered by some 1000 international suppliers. In between the shows, everyone interested in the denim industry is invited to discover news and denim stories on [www.bluezone.show](http://www.bluezone.show). The next BLUEZONE show takes place in Munich from 31 August - 1 September 2021.