

BLUEZONE

INTERNATIONAL DENIM TRADE SHOW

SEMINAR ZONE

TUESDAY  
23 JANUARY 2024

<b>11:30 AM – 12:00 PM   MONSIEUR-T.</b>
<b>BLUEZONE SIGNATURE – DENIM TRENDS &amp; CORES</b> <i>A Sneak-peak Into Lasting Trends Of Denim And Jeans Wear</i> Tilmann Wröbel   Creative Director & Founder – Monsieur-T. Denim Lifestyle Studio
<b>TREND PRESENTATION   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>12:00 PM – 1:00 PM   SAMUTARO</b>
<b>Gen Z Trends And Consuming Habits by Samutaro</b> <i>Learn how Gen-Z are turning denim into one of the most covetable fabrics of their generation. Denim is having a huge resurgence right now just as it did in the 80s, 90s and early 00s in terms of mainstream fashion. Get a macro view of how young designers and content creators are reimagining denim for a new generation; learn about exciting young designers and makers that are really inspiring from the ground up on the runway and at retail.</i> Samuel James Trotman   Founder – Samutaro
<b>TREND PRESENTATION   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>2:00 PM – 3:00 PM   DENIM DEAL</b>
<b>DENIM DEAL 2.0 – THE NEXT CHAPTER</b> <i>Join this Denim Deal panel discussion to learn about THE NEXT CHAPTER, the DENIM DEAL 2.0 and get involved in their mission to close the denim loop. Find out how the use of high-grade post-consumer recycled cotton fibers ('PCR-cotton') result in new jeans and other denim garments.</i> Nicolas Prophte   Brand Representative – DENIM DEAL Steering Committee Romain Narcy   Partner - Strategy and Innovation – Ereks Besim Özek   Director of Strategy & Business Development – Bossa Maria Cristina Pavarini   Senior Editor – The SPIN OFF (Moderation)
<b>EDUCATIONAL TALK   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>3:00 PM – 3:15 PM   DENIM HUNTER</b>
<b>Denim Hunter – The Documentary (Introduction)</b> <i>A personal introduction to the road movie documentary by the director and main character.</i> Emilio Di Stefano   Director & Journalist Viktor Fredbäck   Film's Main Character, Denim Connoisseur & Sales Representative – Resteröds
<b>FILM INTRODUCTION   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>3:15 PM – 4:40 PM   DENIM HUNTER</b>
<b>Denim Hunter – The Documentary (Film Screening)</b> <i>A road movie documentary following a denim hunter on his journey to find the rarest jeans on earth.</i> Emilio Di Stefano   Director & Journalist Viktor Fredbäck   Film's Main Character, Denim Connoisseur & Sales Representative – Resteröds
<b>FILM SCREENING   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>4:40 PM – 5:00 PM   DENIM HUNTER</b>
<b>Denim Hunter – The Documentary (Q&amp;A)</b> <i>Q&amp;A Session with the director and main character of the movie.</i> Emilio Di Stefano   Director & Journalist Viktor Fredbäck   Film's Main Character, Denim Connoisseur & Sales Representative – Resteröds
<b>Q&amp;A   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>5:00 PM – 6:00 PM   WOMEN IN DENIM</b>
<b>THE WOMEN IN DENIM CHAT – 360° Overview About Society, Innovation, Future.</b> <i>Round table discussion moderated by Lucie Germser &amp; Anne Oudard.</i> Lucie Germser   Founder & Artistic Direction – Sphynx Agency Anne Oudard   Denim consultant, sustainable design & developments
<b>EDUCATIONAL TALK   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

WEDNESDAY  
24 JANUARY 2024

<b>10:30 AM – 11:00 AM   MONSIEUR-T.</b>
<b>BLUEZONE SIGNATURE – DENIM TRENDS &amp; CORES</b> <i>A Sneak-peak Into Lasting Trends Of Denim And Jeans Wear</i> Tilmann Wröbel   Creative Director & Founder – Monsieur-T. Denim Lifestyle Studio
<b>TREND PRESENTATION   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>11:00 AM – 12:00 PM   REICONICS &amp; ISKO</b>
<b>The PoweR of R – Is it the letter R to Rescue us from failure?</b> <i>Join REICONICS by EVLOX, RECOVER &amp; JEANOLOGIA and RE&amp;UP by ISKO as the pioneers in Circular Denim to talk about their mission, visions and facts. Learn about how the industry of the future is evolving successfully in Recycling, Repurposing, Reforming and Reinventing the Remains end to landfills by Resolving the Textile Waste Management problem.</i> Carne Santacruz   Creative Director & Denim Designer – Jeanologia Marco Lucietti   Director of Strategic Projects – Sanko Holding ISKO Division Panos Sofianos   Denim Curator – BLUEZONE
<b>PANEL DISCUSSION   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

<b>12:00 PM – 01.00 PM   ORTA X LONG JOHN</b>
<b>The Biggest Sustainable Jeans</b> <i>Join the journey of ORTA and Long John to create then biggest pair of blue jeans ever made.</i> Wouter Munnichs   Freelance Denim & retail specialist, Founder – Long-John.nl Sebla Önder   Marketing & Sustainability Manager – ORTA Panos Sofianos   Denim Curator – BLUEZONE
<b>TREND PRESENTATION   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

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<b>Q&amp;A   (EN)   SEMINAR ZONE   BLUEZONE – HALL 7</b>

23 JAN/24  
STARTING 6.30 PM

CLUB MFS

FEAT. JON BASEL | GESCHWISTER SCHALL

CLUB MFS

DAMPFDOM MOTORWORLD



Signature.

#bluezonemunich #munique #munichfabricstart

