



May 25-28 2011 Autumn Winter 1213  
La Halle Freyssinet Paris



**News CORNER**

### DERIDISEN: BRANDED LANYARDS

Like the season itself, the badge lanyards play on a deep and intense blue. Designed and created by DeriDesen, a major Turkish label maker, they are embellished with a red stitching motif for a truly authentic look and aspect. A raw leather tag-label marked with the company's name provides another distinctive touch. Based in Istanbul, DeriDesen counts some of the world's most prestigious brands among its clients. **Stand H43**

### US DENIM MILLS

A forerunner in the field of sustainable denims, the company has been working hard to optimize the idea of recycling denim. The first ideas of recycling old jeans proved to be impractical for various reasons, mainly consistency. The use of waste from the denim cutting tables proved to be more controllable and more consistent. This reprocessed fibre is used to spin yarn that is reworked into denim. The recycled yarn also requires new dyeing techniques, resulting in unique denim with a unique cast. **Stand H51**



## DENIM BY PREMIERE VISION



**FUTURE VINTAGE DEBATE**  
Jeanwear players examine their industry's future  
**WEDNESDAY MAY 25, 5:30 pm**  
An easy going debate moderated by John Monbray  
Special Guests: Marithe & François Girbaud, Adriano Goldschmied, Enrique Silla (Jeanologia), Neil Bell (Levi's)  
**OPEN TO ALL REBELS!**

**LASER AND OZONE LIVE PERFORMANCES**  
MARITHE + FRANÇOIS GIRBAUD & JEANOLOGIA  
DESIGN & TECHNOLOGY  
Invite you to share a technological experience in the future  
Stage gallery  
10 am - 12 pm - 3 pm  
11 am - 12 pm - 2 pm - 3 pm  
**THE FAMOUS HAPPY HOUR!**  
at 6.30 on the terrace

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**RECYCLED DENIM**

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