



GLOBAL DENIM AWARDS

Amsterdam gearing up for Global Denim Awards, made possible by e3

Are you ready for a cool event in Amsterdam? That's all you need to know about the Global Denim Awards 2014.

On 29 October the brand-new annual Global Denim Awards event premieres in Amsterdam. [Global Denim Awards 2014](#), a truly innovative initiative, pairs six of the world's premier denim mills with six emerging designers. Its aim is to connect talent and industry to create a directional platform for the future of denim design, innovation, sustainability and craftsmanship.

Sponsored and made possible by [e3](#), this first-of-its-kind runway show and competition will take place at Denim City, Amsterdam's brand new denim innovation campus.

Global Denim Awards coincides, and is co-developed, with the Amsterdam edition of the Kingpins Show, which takes place from 29 to 30 October.

Co-creation between designer and denim mills

Six emerging designers from all over the world were selected and paired with one of six premier and progressive denim mills each. They were given the opportunity to visit their designated mill to develop an in-depth understanding of fibre, fabric, wash and denim development. Armed with these new skills as well as their mill's best fabrications, each designer then developed a capsule collection of five total looks, including treatments and washes, which will be presented on the runway on 29 October.

The collections will be judged by a panel of international denim experts based on the merits of the design and the innovative nature of the denim fabrications. The winning designer will be awarded €10,000 and have his/her winning designs displayed at the [Kingpins shows](#) in Amsterdam, New York, Los Angeles, Hong Kong and at the Amsterdam Denim Days 2015.

The concept for Global Denim Awards was developed by [HTNK](#), the Amsterdam-based fashion recruitment and consultancy firm, in collaboration with the Kingpins Show. Global Denim Awards by e3 will feature the latest and greatest fabrics by [Candiani Denim](#), [Boyo Textile](#), [ITV Denim](#), [Rossa](#), [Orta Anadolu](#) and [Prosperity Textile](#).

"It is unheard of for mills to be in spotlight at fashion shows, but in the denim industry especially it makes sense for the mills to be recognized as the engines of design and innovation," said Kingpins founder Andrew Olah. "Our concept quite literally connects talent with industry and creates a space for mills to showcase their capabilities and, in working closely with designers, illustrate how their fabrics can be used to move fashion design forward. We are also creating a space that allows designers to get a better understanding of denim development, and in doing so, create opportunities for innovation."

"Matchmaking is the core of our business. We believe in sustainable business. And we believe in innovation by cross-disciplinary collaborations. I truly believe that the way in which Global Denim Awards is laid out makes it a truly inspirational as well as directional fashion event. It contains a roadmap to design, production and development of denim and creative product in general. At the same time, it acknowledges the skills and expertise of all those involved in this process," added Mariette Holtink, founder of HTNK.

Global Denim Awards will be preceded by Kingpins' After Drinks event and the Denim City pre-opening.

Doors open at 18:30 for open bar & tasty treats; the Global Denim Awards show is to begin at 21:30, followed by our after-party.