



MILENA ANDRADE  
THE EMPOWERING DENIM

# ALL EYES ON THE NEW COLLECTION DESIGNED BY MILENA ANDRADE AT DENIM PREMIERE VISION

**Denim Première Vision** was held **live and digital** for the first time on **17th and 18th May** at the **Berlin arena**.

For this occasion We decided to present our **new collection** "*Equestrian Inspo*".

This new line is the result of a **collaboration** with a **Rajby company** that produced the sustainability fabrics used for the collection **designed by Milena Andrade**.

This inspiration comes from a research that has been conducted both internally and externally that highlighted how the **cuts and shapes** of equestrian sportswear could be declined in everyday clothing, creating an **innovative and fascinating product**.



The jeans fair brings together **82 exhibitors**, among which **Turkey, with 40% of the stands, and Italy at 20%**.

In the frame of the appointment, new trends are emerging for autumn-winter 2023/24.

## MILENA ANDRADE SAYS:

"This is my first time as an exhibitor in Berlin, and at the end of this experience I can say that this collaboration got the attention it deserved thanks also to the **number of people who visited my stand** and were interested in my products.

These appointments play a crucial role as its **strengthen the connections** between the various players and allows to **share knowledge and expertise**".

## CONTACTS:

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