

Denim Days to take place in New York this autumn

By [Olivier Guyot](#) - 7 March 2017

The fourth edition of Denim Days in Amsterdam will take place from the 17th to 23rd April. In three years, the event, created by the Kingpins trade show team along with House of Denim and the HTNK agency, has caught on significantly in the Dutch capital, providing professional conferences on the future of the denim industry as well as events for the general public.



Days has snowballed during its four years in Amsterdam - Amsterdam Denim Days

Carried along by its recent popularity, the Denim Days organisers decided to create an American edition in New York. “There is so much passion for denim here, so much in the way of resources, personalities and artisans who will help us to make the New York Denim Days an unmissable event for the denim community,” enthused Andrew Olah, Kingpins founder.

This first edition, targeting both denim fans and professionals, will take place on the

30th September and 1st October at the Metropolitan Pavilion, at 125 West 18th Street. While the plans are not yet definitive, the two days will be punctuated by workshops led by labels, fabric manufacturers and designers, but also, as in Amsterdam, by in-store events. Clearly, the event is on track to weave together the key denim players with the end consumers.

By Olivier Guyot

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