

Ge no va

Je ans

JEANS MEANS VALUES

**5/6/7/8
October
2023**

Four days dedicated to values, creativity, innovation and culture of jeans.

GENOVA JEANS

JEANS MEANS VALUES



IN COLLABORAZIONE CON:

madeinitaly.gov.it



PARTNER:



CON IL PATROCINIO DI:





01

GENOVAJEANS

Four days of



GENOVAJEANS

COMMUNITY

CREATIVITY

RESPONSIBILITY

CULTURE

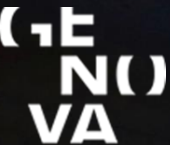


COMUNE DI GENOVA



THE OCEAN RACE

GENOVA THE GRAND FINALE 2022-23



MORE THAN THIS

GenovaJeans is

1

An event of new generation dedicated to **JEANS CULTURE AND LIFESTYLE**, which talks about innovation, people and environmental respect.

2

The **“PLACE OF JEANS”** which starts from historical and cultural roots of Genoa, with an eye to smart values like design, creativity, technology and eco-friendly production.

3

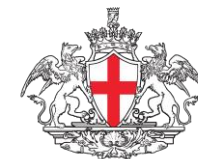
A NETWORKING SPACE of new generation which contains all jeans' community, for a circular approach: from the supply chain to its consumers.

4

A new concept of **MANUFACTURING AND DESIGN DISTRICT** in the name of innovation.

5

Shaping the **FUTURE OF JEANS**: a place to share smart processes and sustainable production, marketing and consumption which today better represent the jeans' future.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

JEANS

ARE EVERYWHERE,
FOR EVERYONE

Jeans don't know social classes, generations, seasons, genres, people: they go beyond frontiers and differences. Jeans started a revolution in which people can identify, that talks about sustainability and diversity in daily life.



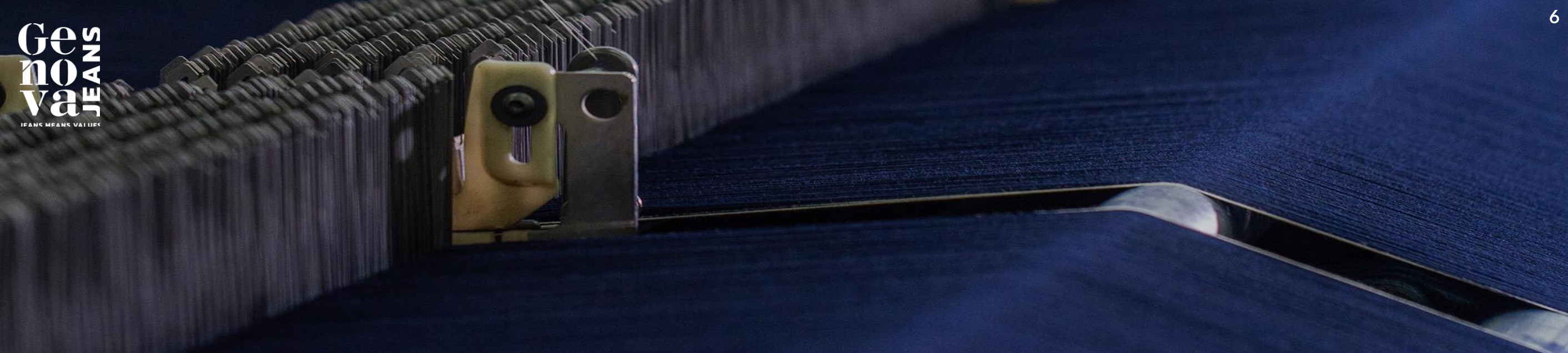
COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23

Ge
NO
VA

MORE THAN THIS



Genoa because

1

JEANS

[dʒi:nz] *noun*

From **Janne**, the Old French name for Genoa, where the heavy cotton now used for jeans was first made.

The Oxford Dictionary

2

JEANS BEFORE BLUE JEANS

Genoa starts from its roots to convey new values like creativity, technology and eco-friendly production of the future jeans.

3

Here in Genoa **THE CULTURAL FABRIC**, from which **JEANS TOOK MOST INTIMATE** and **TRUE INSPIRATION, REGAINS STRENGTH.**

Jeans reclaim the role of protagonist of modernity: from work fabric in the port to a piece of clothing which overcomes differences and moves forward on the issue of sustainability.



COMUNE DI GENOVA



THE OCEAN RACE

GENOVA
THE GRAND FINALE
2022-23



SOCIAL RESPONSIBILITY AND SUSTAINABILITY



INGREDIENTS

**GE
NO
VA**
MORE THAN THIS

5 days
12 businesses
45.000 visitors

27 events
5.763.289.574 media reach coverage

2021 The zero edition

The 2021 was the start of the path.
A pilot edition which permitted to check the prefixed goals and highlight its potentialities.

**GENOVA
JEANS**

2-6 SETTEMBRE
2021



02

WHERE WE GO



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



OUR GOAL

TO CREATE A NEW INCLUSIVE JEANS COMMUNITY

that will join all the supply chain and value together up to consumer engagement;
GenovaJeans will be the annual appointment of this community.

To gain international visibility to the italian fashion industry's effort in the evolution of jeans: jeans like **iconic-garment** which talks about **design, art, innovation, responsibility**; jeans like a strong symbol of choices that award beauty and responsible production.



COMUNE DI GENOVA



WHO WE TALK TO?

JEANS COMMUNITY

Smart and international, interested in knowing the project and networking, particularly careful to sustainable fashion world.

ACADEMICS AND EXPERTS

That want to understand deeply the new way of designing and producing with respect to people and environment.

MEDIA, INFLUENCER e OPINION LEADER

Who are looking for responsible innovation values applied to an iconic product for a new generation business. To create strategical partnership with the most important key opinion leader of the industry.

JEANS SUPPLY CHAIN PROTAGONISTS

Who want to share their know-how together with those who choose eco-friendly design and quality productions.

CREATIVE AND MAKERS

Who consider jeans as a future opportunity.

TRADERS AND BUYERS

Who are looking for something original and unique.

STAKEHOLDERS

Industry players, international and national associations.

JEANS LOVERS E CONSUMERS

Interested in knowing the cultural and international value of this iconic and timeless product; They are divided into different generational targets - Gen Z, Millenials, Gen X, Boomers – careful to conscious lifestyle, fashion and new tendences.



COMUNE DI GENOVA



Powered by

CLASS

THE RIGHT CHOICE TO
MAKE FASHION SMARTER

GenovaJeans Passport

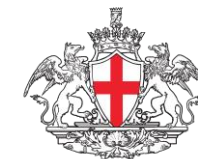
GenovaJeans and its responsible identity will be communicated to visitors through a special QR code tag, a passport that for each product will describe:

Certifications/business Policy: respect for ethic

Product Certificazion: transparency/traceability of the entire chain through measurements and certifications in respect of single products.

Which products: clothing, accessories, bags, shoes, furnishings, etc. all the chain till the finished product.

Information will be communicated to visitors and will be part of the event communication.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

Internationalisation

The finalization of specific agreements with institutional subjects which promote products abroad and trades of our Country and Region, will give great importance to the process of internationalisation, testifying the value of italianity in the evolution of jeans.

The same value that brings to the fore the image of jeans as a model of the future sustainable dressing.

For this reason, italian representations abroad will be involved: buyers, journalists and influencers from all over the world will participate to a rich calendar of talks and meetings till the next edition.



COMUNE DI GENOVA



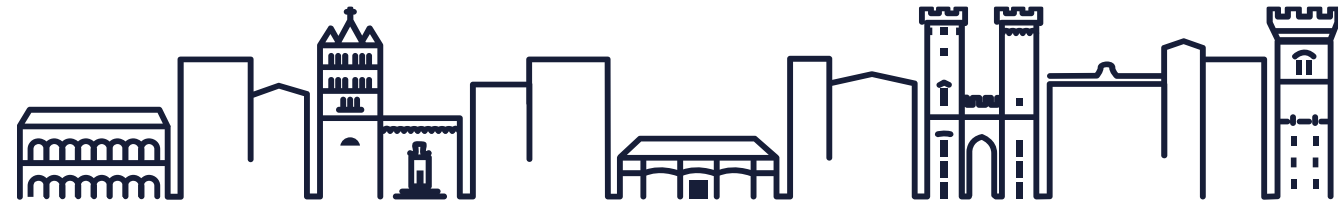
GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS



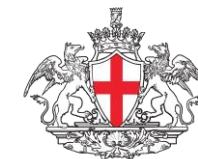
The Jeans District



Via Pré Via del Campo Via di Fossatello Via San Luca

Genoa's Municipality started a project for the raise of the "Via del Jeans" in the medieval centre near the Ancient Port which includes:

1. The realisation of a "Jeans Lab" in Via di Pré, a structure for new jeans craftsmen to produce "Jeans made in Genova", in partnership with CNA-Federmoda, Candiani and Diesel, through the help of Duchessa di Galliera Institute and the Italian tailoring schools networking;
2. Important economic incentives to promote new stores and artisans along the Road of Jeans;
3. The establishment of industrial systems for the treatment of used fabrics for the recovery of fiber.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

03

CONTENTS



COMUNE DI GENOVA



1. Brands

Collective exhibition.

@Universitary Library
Via Balbi, 40, 16126 Genova GE

Jeans' brands that represent history, development and best practices of this iconic garment.

*Location setting up
curated by Sergio
Salerni, Urban
Production*



THE OCEAN RACE
GENOVA
THE GRAND FINALE
2022-23

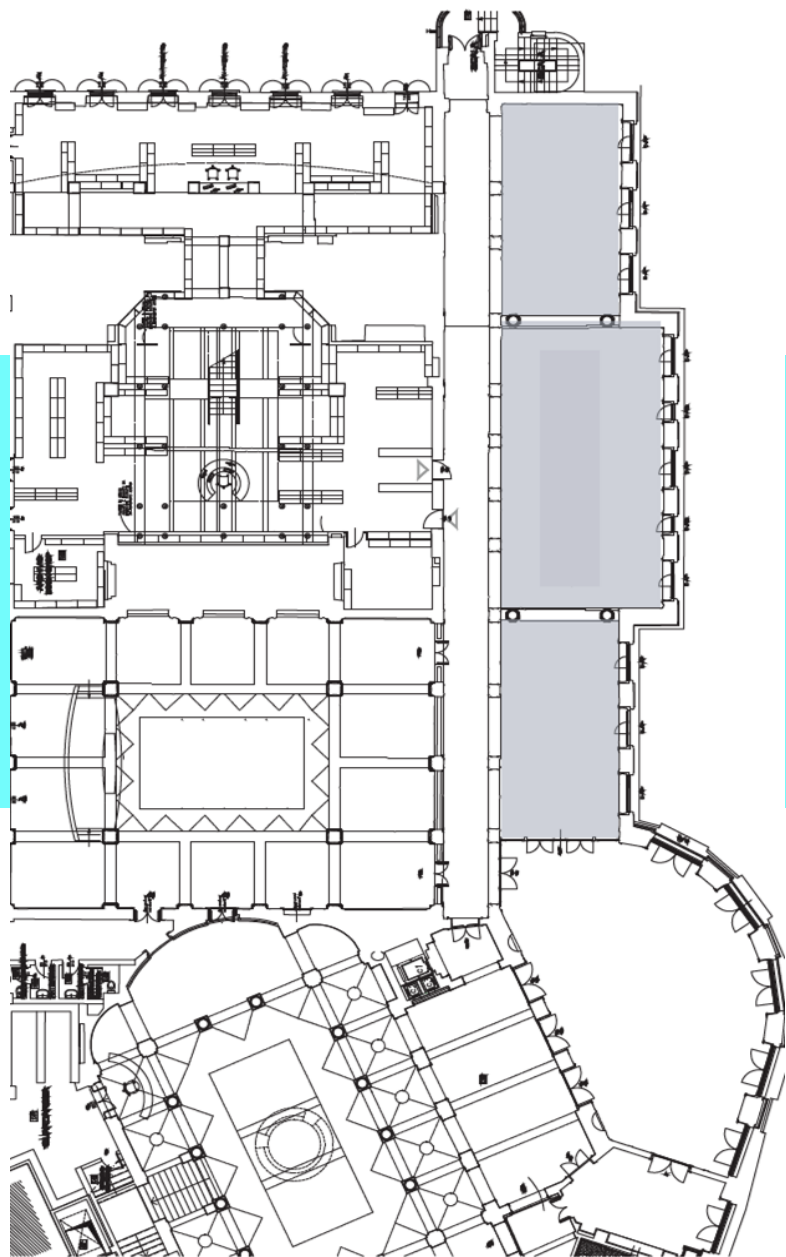
COMUNE DI GENOVA



**GE
NO
VA**
MORE THAN THIS

UNIVERSITARY LIBRARY

talk area, brand exhibition area, B2B
Via Balbi, 40, 16126 Genova GE



2. New Creative

Collective exhibition.
@Metelino building
Via Marino Boccanegra, 17, 16126 Genova GE

A new generation of brands and designers that adopted new strategies of eco design and circular economy to produce smart jeans.

*Location setting up
curated by Sergio
Salerni, Urban
Production*



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23

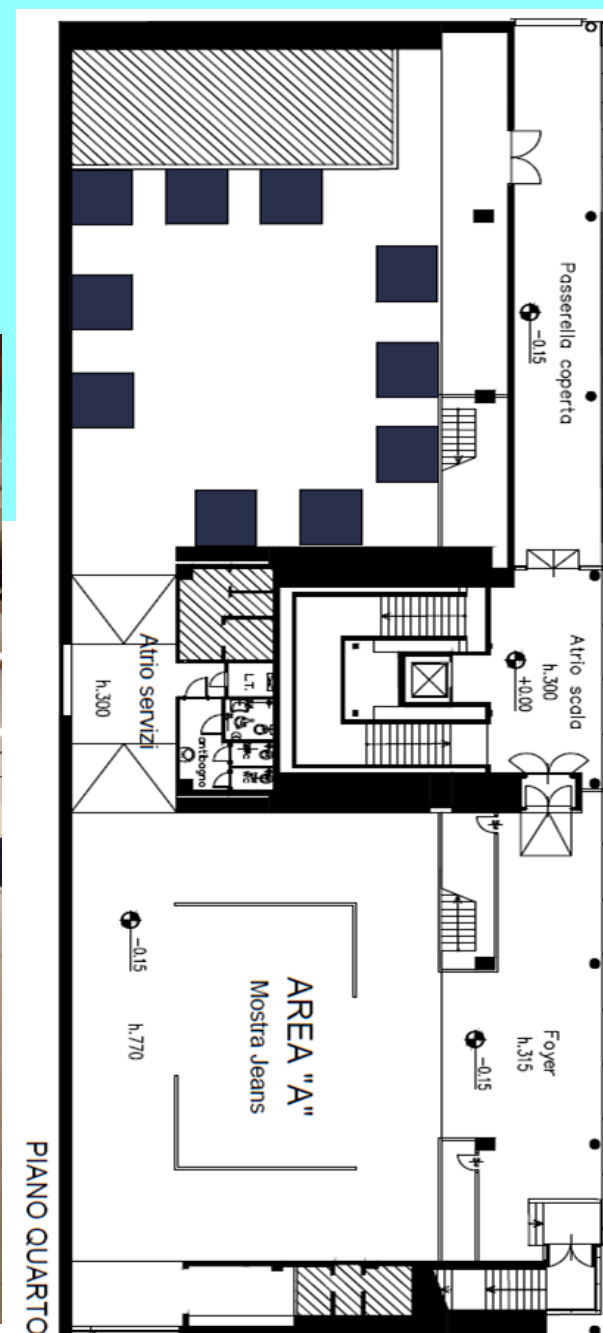


MORE THAN THIS

METELINO BUILDING

ArteJeans Exhibition and Collective exhibition space NEW CREATIVE

Via Marino Boccanegra, 17, 16126 Genova GE



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



3. Supply chain

Collective exhibition

@The former oratory of San Tommaso
Piazza Vittime di tutte le mafie, Genova GE

Iconic Italian brands of the supply chain
and value of jeans, that represent all
steps of production.

*Location setting up curated
by Sergio Salerni, Urban
Production*



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23

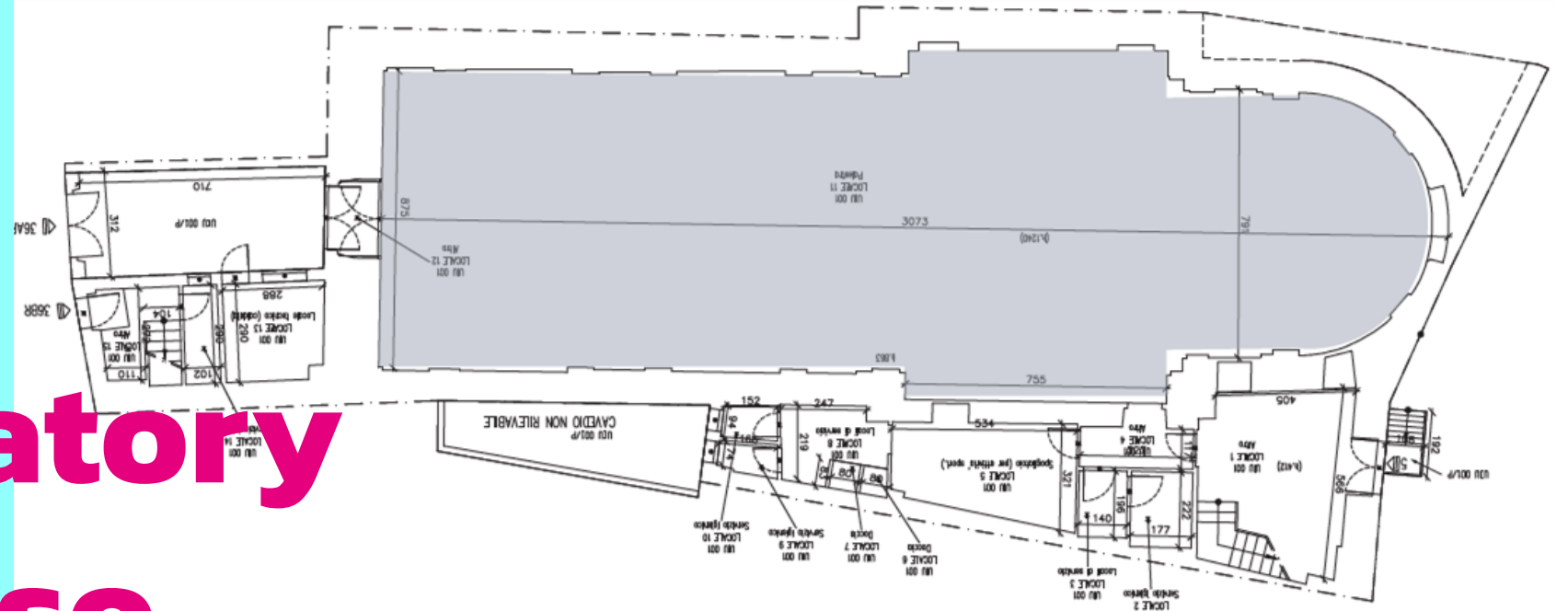
GENOVA
VA

MORE THAN THIS

Collective exhibition space
SUPPLY CHAIN

Piazza Vittime di tutte le mafie, Genova GE

The former oratory of San Tommaso



4. Craftsmen

Collective exhibition CNA Federmoda

@Jeans's Laboratory

Via di Pré 129-131r, 16129 Genova GE

Few artisan examples

@MEI Italian Emigration Museum

Piazza della Commenda, 16126 Genova GE

Craftsmen engaged in the manufacture of smart jeans.

*Allestitimenti location a cura
di Sergio Salerni, Urban
Production*



COMUNE DI GENOVA



THE
OCEAN
RACE

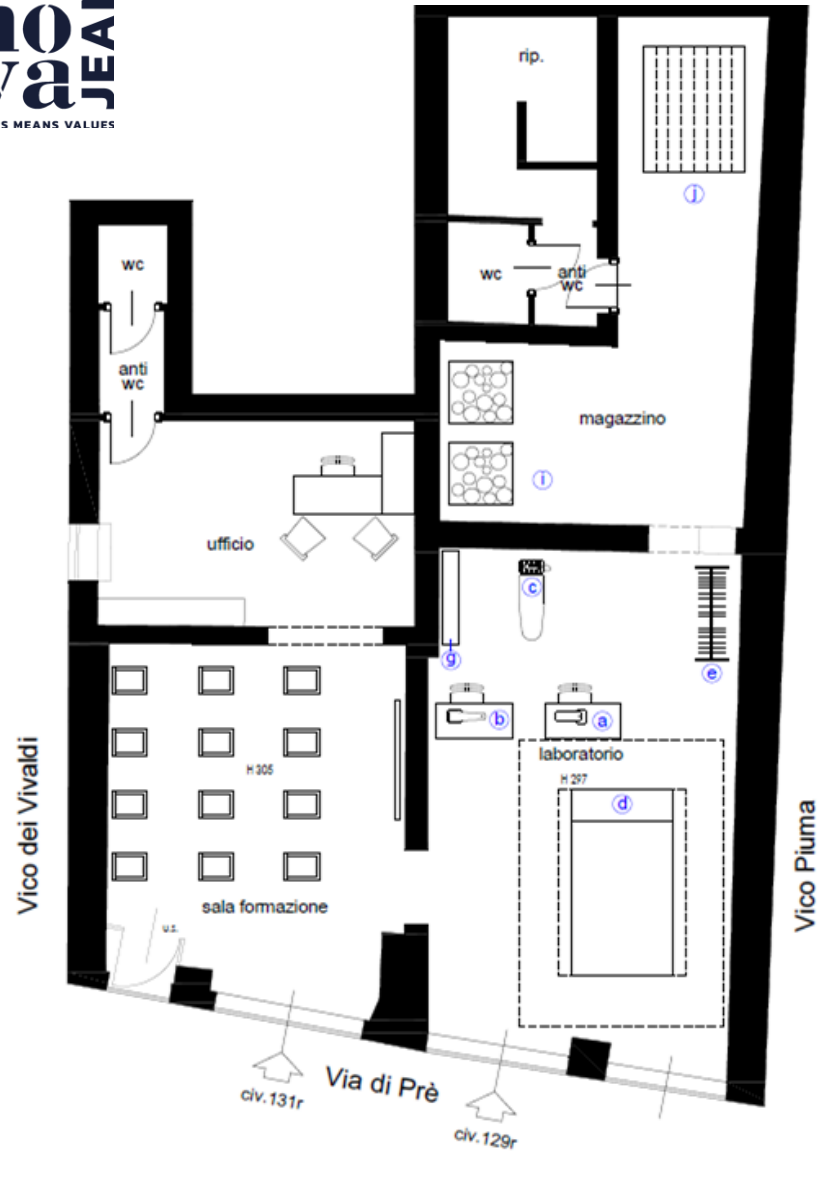
GENOVA
THE GRAND FINALE
2022-23

GE
NO
VA

MORE THAN THIS

VIA DI PRÉ 129R E 131R

Jeans's laboratory, collective exhibition space
CNA FEDERMODA



JEANS'S LABORATORY PARTNERS:



5.Talks

@Universitary Library

Via Balbi, 40, 16126 Genova GE

Information and connectivity will be the heart of the event – in phygital format, therefore usable even remotely. The sessions will touch upon the fundamental themes of responsible jeans for the future, through international reference figures, with great attention to sustainability and relevant issues for the new generations.

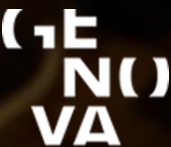


COMUNE DI GENOVA



THE
OCEAN
RACE

GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

6. Exhibitions

ArteJeans, a myth in the plots of contemporary art

@Edificio Metelino

Via Marino Boccanegra, 17, 16126 Genova GE

In the Art of ancient Darsena, Metelino was one of the "neighborhoods" intended for warehouses and goods emporium. Renovated in the early 2000s together with the Galata, it is now intended for cultural and tourist activities. Inside it is hosted the exhibition ArteJeans, a myth in the plots of contemporary art, conceived by the Association of the same name and created in view of the future Museum of Jeans, exhibiting 48 works made in jeans donated to the city by contemporary artists of international level.

6.1 Exhibitions

**Historical Exhibition: the origins of jeans
@Italian Emigration Museum– few artisan
example**

Piazza della Commenda, 16126 Genova GE

The story of the Genoese origins of jeans and their evolution over the centuries with historical artifacts and multimedia stations. A narrative space in which historical finds, multimedia installations, unpublished films and educational insights dialogue, to lead visitors on an immersive journey through time, which begins with the historical origin of the Jeans fabric and builds the chronology of its diffusion.



COMUNE DI GENOVA



7. Museums

The Sheets of Passion

@Museo Diocesano

Via Tommaso Reggio, 20r, 16123 Genova GE

Fully considered the ancestors of «jeans», the fourteen large sheets of indigo-dyed linen and cotton were painted with white lead in 1540 by Teramo Piaggio and collaborators to involve the faithful in the mysteries of the Passion of Christ. These magnificent paintings retrace all the stages of the religious drama inspired by the engravings of Dürer and Raphael.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23

GENOVA

MORE THAN THIS

7.1 Museums

Ian Berry's opera together with Garibaldi

@Museo del Risorgimento

Via Lomellini, 11, 16124 Genova GE

Red Shirts and Blue Jeans

At the Museo del Risorgimento - the former seat of Giuseppe Mazzini's house - the work donated by the famous English jeans artist Ian Berry "Portrait of Giuseppe Garibaldi" is exhibited, which pays homage to the hero of two worlds. The museum preserves and exhibits a rich historical and artistic heritage dedicated to the historical events that led to the unification of Italy. Among the most significant objects in the permanent collection are the red shirts and jeans of the Garibaldini.



COMUNE DI GENOVA



THE
OCEAN
RACE

GENOVA
THE GRAND FINALE
2022-23

GE
NO
VA

MORE THAN THIS

8. Local Collaborations

Various collaborations have been launched to promote the territory and the companies present in it with the chamber system:

- Chamber of Commerce
- Confcommerce
- Confesercenti
- CNA extension
- Confcraftsmanship
- CIV

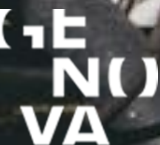
In concert with these and through quality partnerships, initiatives will be promoted for the involvement of the territory such as: blue and jeans showcase awards, events, markets, jeans days, etc.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

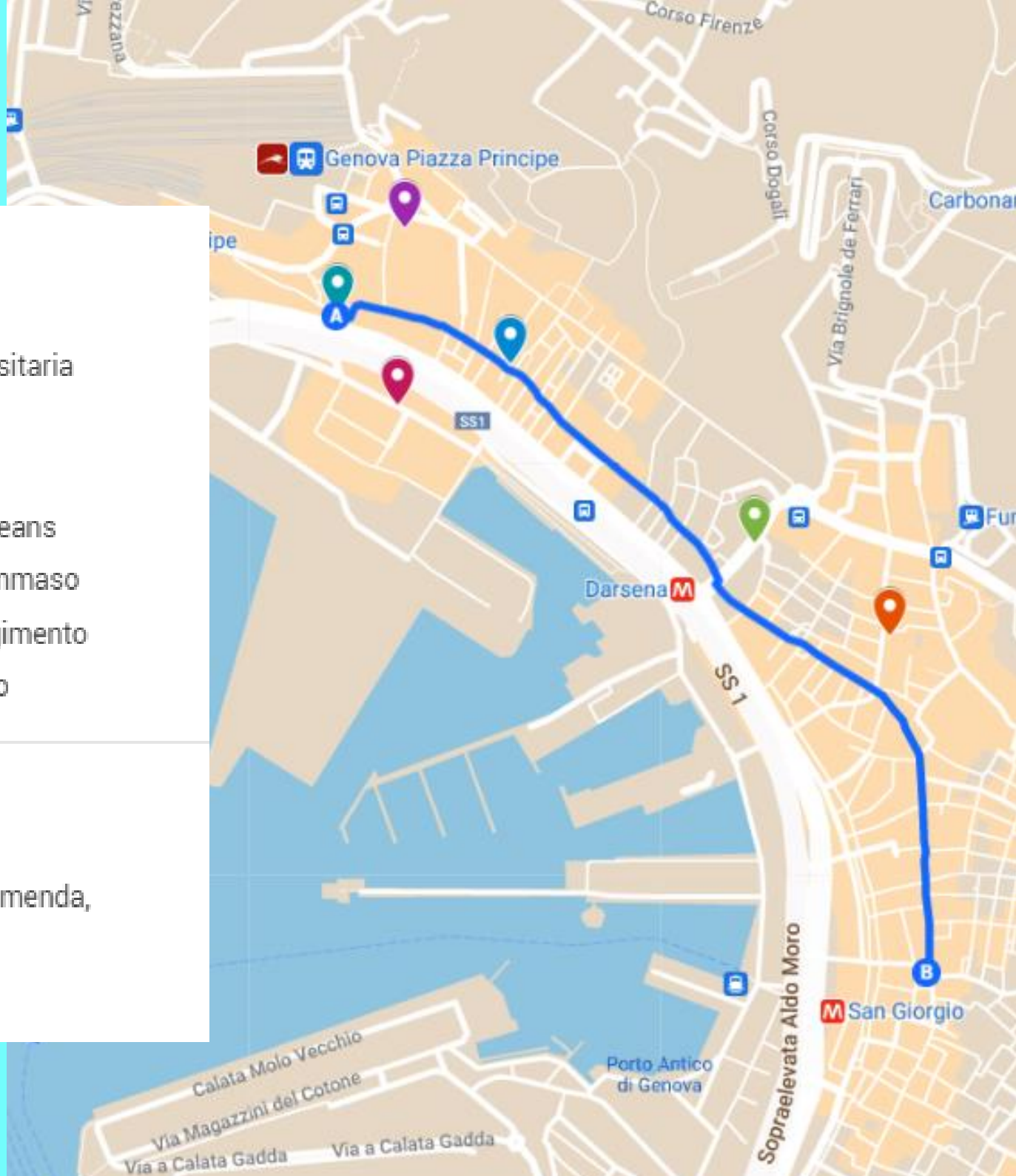
Genoa and its places

Location

-  Biblioteca Universitaria
-  Museo MEI
-  Edificio Metelino
-  Laboratorio del Jeans
-  Oratorio di S. Tommaso
-  Museo del Risorgimento
-  Museo Diocesano

Via del Jeans

-  Piazza della Commenda,
-  Piazza Banchi,



COMUNE DI GENOVA



THE
OCEAN
RACE

GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

04

COMMUNICATION



COMUNE DI GENOVA



THE OCEAN RACE

GENOVA THE GRAND FINALE 2022-23



MORE THAN THIS



WHO COMMUNICATE GENOVAJEANS

- Website
- Social media
- Selected Media
- Media partnership
- Influencer
- Patronages and partners
- GenovaJeans Ambassadors
- GenovaJeans People
- GenovaJeans Friends



COMUNE DI GENOVA



THE
OCEAN
RACE

GENOVA
THE GRAND FINALE
2022-23

GE
NO
VA

MORE THAN THIS

COMMUNICATION OF THE PROJECT

INTEGRATED COMMUNICATION

1

Give prominence to GenovaJeans through the activity of press office at local, national and international level and to social media management.

KEY MESSAGES

2

We will spread key messages and values of GenovaJeans involving all target audiences to obtain media coverage, visibility and reliability

TIMING

3

We expect a teasing pre-event phase, a programming phase and an intensification phase during the event. Finally, a post-event phase with follow up results and main highlights.

SOCIAL MEDIA

4

Digital communication will be through Instagram, Facebook e Tik Tok. LinkedIn will spread articles and any insights about the initiative and its partners.

DIGITAL PR

5

The creation and interaction with the community will be fundamental: answering questions, providing explanations and being always present and involved. We will work together with a short list of influencers/stakeholders with a high engagement rate.

WEBSITE

6

GenovaJeans website finally will be strategic to give updated information in real time about the event and all its aspects.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

WHEN AND WHAT DOES GENOVAJEANS COMMUNICATE

ON THEIR WAY TROUGH GENOVAJEANS

1

Social media, press and website become the journey, the immersive story about identity, values, testimonies of GenovaJeans community waiting for the beginning of kermesse. A second phase will tell about programs and activities.

WELCOME TO GENOVAJEANS

2

Social Media and press continue their journey and their story through programs, activities, exhibitions, showcases, people and art events that will liven up GenovaJeans.

INSIDE GENOVAJEANS

3

A 360-degrees involved community: from protagonists to visitors, all the city.

WHAT'S NEXT?

4

To recap best moments, results and remember the next digital appointments with the community.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

COMMUNICATION OF THE PROJECT

MEDIA PARTNERSHIP

C.L.A.S.S. Eco Hub
Lifegate
Will
Trama Plaza
The Sustainable Mag

INFLUENCER

@sara_moschini
@aliceful
@parlasostenibile
@the_rouge_essentials
@gaiasegattini
@theoptimisticapple
@carotilla_
@theladybugchronicles
@carmitive
@venetialamanna
@tatianabiggi
@viviana_musumeci
@barbaradonadio
@tiataylor
@rockandfiocc
@jadezzzzz
@micheladan
@littladyterry
@sonia_grispo
@giulialdp

CONVENTIONAL SELECTED MEDIA

Trade / Economici : Fashion Magazine, Fashion Network, Hub Style, Il Sole 24 Ore, Journal du Textil, MF, Pambianco, Textil Wirthshaft, WWD

Newspapers: Corriere della Sera, Il Giornale, Il Giorno, Il Messaggero, Il Secolo XIX, La Stampa, La Repubblica, La Verità, Libero, QN + locali

Specialised magazines: Ars Arpel, Ecotextile, Fashion United, Inside Denim, Intima Media Group, J'N'C, Janaina Engelmann-Brothánek x Style In Progress, Maglieria Italiana, Rivet, Sourcing Journal, The Spin Off, VIEW, Webandmagazine, ZOOM

Consumer: Amica, Corriere Ticino/Ticino Welcome/Vanity Class, Cosmopolitan, Donna Moderna (Paolo Lapicca / Cristina Nava), Eccetera, Elle, F, GQ, Harper's bazar (Federica Fiori), Io Donna, L'Officiel Italia, Lampoon, Man in Town, Marie Claire, MPA Style, Odda, Stxdyoz Magazine, Style, Tu Style, Vanity Fair, Vogue Italia (Federica Salto), WeAr, Will Italia, Wired

Freelance: Carlotta Clerici, Chiara Tronville, Cristina Manfredi, Fabiana Giacomotti, Laila Bonazzi

TV: Class TV Moda, Fashion Channel, La7 (Cinzia Malvini), Mediaset (TG4, TG5, Studio Aperto, X-Style), Rai 1, Rai 2, Rai 3, Sky TG24, TV locali

Radio: RMC + radio locali

Press agencies: Adn Kronos, AGI, Ansa

New media: The Green Side of Pink, The Sustainable Mag, Sfashion, Switch, Virtus



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

05

PARTICIPATE TO GENOVA JEANS



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23

GENOVA
VA

MORE THAN THIS



Partners of GenovaJeans 2023

GenovaJeans is revolution: the future of sustainable dressing starts from Genoa, the city in which jeans' history started (in the XVI century) and from which they take their name. GenovaJeans represent a great opportunity for all business realities that want to connect their brand to a new generation initiative, pioneer in sustainable and responsible innovation.

Jeans international community will be involved - buyers, journalists, key opinion leader - to show the role of **GenovaJeans as an incubator of innovation and sustainability**, thanks to a schedule of talks, events, workshops, shows and meetings that will animate the city for four days. During the year GenovaJeans initiatives will continue online, to conduct community up to the next edition.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23





Benefit Overview

GenovaJeans is a very desired initiative and offers an excellent opportunity of visibility for sponsors. The organizing committee is at your disposition to study tailor-made projects in cooperation with all sponsors. What we give:

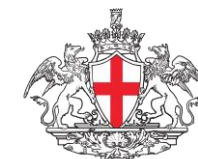
ADVERTISING AND PROMOTION Presence of the sponsor logo on the website of the event, on the press materials (press releases, save the date, invitations), inside advertising campaigns media and on signage (banners, posters, citizen totem, flyers, maps)

SOCIAL MEDIA Visibility on the official profiles of the manifestation (LinkedIn, Instagram, Facebook) with dedicated contents

TALK Possibility to be a reator during talks/conferences during the event

LOUNGE Possibility to organize a lounge to live a brand experience

EVENTS Participation to GenovaJeans events with the realtive communication coordinative. Possibility to develop an exclusive event or a special iniziativa during GenovaJeans.



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS



Main Sponsor

- Presence of the logo on GenovaJeans website
- Presence of the logo on flyers/maps
- Presence of the logo on banners, posters, citizen totem
- Presence of the logo on advertising campaigns media
- Insertion of the company profile inside the press folder
- Publication of personalized posters on social media (LinkedIn, Instagram and Facebook)
- Quoting the name of the brand during events and talks
- Participation of a company spokesperson as speaker during a talk/conference
- Corner inside a lounge (location to be defined)
- Participation of some corporate representatives to GenovaJeans events with the relative communication coordinative
- Possibility to develop an exclusive event or a special initiative during GenovaJeans.

50.000 € + iva



COMUNE DI GENOVA



THE OCEAN RACE
GENOVA
THE GRAND FINALE
2022-23



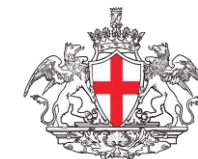
MORE THAN THIS



Co Sponsor

- Presence of the logo on GenovaJeans website
- Presence of the logo on flyers/maps
- Presence of the logo on banners, posters, citizen totem
- Presence of the logo on advertising campaigns media
- Insertion of the company profile inside the press folder
- Publication of personalized posters on social media (LinkedIn, Instagram and Facebook)
- Quoting the name of the brand during events and talks
- Participation of some corporate representatives to GenovaJeans events with the relative communication coordinative

25.000 € + iva



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS



Technical Sponsor

- Presence of the logo on GenovaJeans website
- Presence of the logo on flyers/maps
- Presence of the logo inside the press folder
- Citazione sui social media (LinkedIn, Instagram e Facebook)
- Participation of 1 corporate representative to GenovaJeans events with the relative communication coordinative

Supply of the product

Brand visibility benefits could be modified, agreed and proportional to the investment.



COMUNE DI GENOVA



THE
OCEAN
RACE

GENOVA
THE GRAND FINALE
2022-23



MORE THAN THIS

Ecological transition and economic development

Rating ESG ENVIRONMENTAL, SOCIAL & GOVERNANCE CORPORATE

Genoa's Municipality welcomes the ambitious goals of the global agenda for the sustainable development of the United Nations for the 2030 and of the European Green Deal of 2050 declined in the ecological transition. The realisation of sponsorship projects promoted by the Municipality, on a large and small scale, aspire to face open challenges with respect to full sustainability for the next generations and a vision of the future of shared prosperity. In particular, **the participation to this initiative contributes to express the ESG rating- Environmental, Social e Governance Corporate - the company assessment that takes into account the activities and measures that organizations adopt from an environmental, social and corporate governance profile.** The contribution of the sponsoring companies will be recognized as a concrete commitment and will contribute to the achievement of the corporate sustainability objectives assigned to them, expressing the value of a single great goal: sustainability for a future Genoa starting from the Corporate Social Responsibility opportunities to be achieved together.





General terms for the application

The Municipality of Genoa, through the Organizational Structure "Grandi Eventi", encourages all companies that want to join the sponsorship proposal.



For the "early birds" (first company arrived) we offer:

- Ample margins for co-design, in addition to the "BASIC" benefits provided;
- Maximum flexibility in responding to corporate visibility needs.



For the "last minute" (last company arrived) we offer:

- Maximum willingness to reserve opportunities not seized by other partners;
- Compensatory measures agreed to ensure the maximum value of corporate visibility on communication materials still in production at the time of joining..



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23



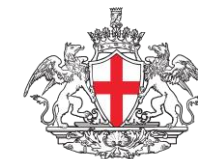
MORE THAN THIS

The Promoters GenovaJeans

The event is promoted by the Municipality of Genoa,
with the Mayor Marco Bucci, the Deputy Mayor Pietro Piciocchi
and the Councillors of Budget, Commerce, Tourism and Ambient
Coordinator Anna Orlando.

The Organizing committee is composed by the authors*, the Municipality of Genoa,
Ett SpA, Candiani, Diesel and Chamber of Commerce of Genoa.

* Manuela Arata (President), Maria Montolivo, Cristiano Palozzi, Enrico Testino.



COMUNE DI GENOVA



THE
OCEAN
RACE

GENOVA
THE GRAND FINALE
2022-23

GE
NO
VA

MORE THAN THIS

Comitato Promotore GenovaJeans

Coordinatore del progetto

Advisor for Arts and Cultural Heritage To the Mayor of Genova

Anna Orlando

E-mail: anna@annaorlandoarte.it

Comitato Promotore GenovaJeans

Project Manager GenovaJeans

Marta Ventura

Mobile: +39 348 3259775

E-mail: segreteria@genovajeans.it

Struttura Organizzativa Grandi Eventi – Comune di Genova

Martina Capurro

Mobile: +39 331 2308143

E-mail: martinacapurro@comune.genova.it

Ufficio Relazione con Aziende e Fundraising

Gabinetto del Sindaco – Comune di Genova

Responsabile

Oriano Pianezza

Mobile: +39 339 7987929

E-mail: opianezza@comune.genova.it

ufficiofundraising@comune.genova.it

Contacts

Ge
no
va

JEANS
JEANS

JEANS MEANS VALUES



COMUNE DI GENOVA



GENOVA
THE GRAND FINALE
2022-23

Ge
no
va

MORE THAN THIS