

# WHAT'S NEXT IN DENIM

WWD/SECTION II

PHOTO BY THOMAS ANNICONE; MODELS: PASTIEN GRIMAL (REQUEST) AND ALICE FADEVA (TRUMP); HAIR BY ALBERTO GUTZMAN FOR BUMBLE & BUMBLE AT BARBROINPRO.COM; MAKEUP BY JEN NYLES USING MAKEUP FOREVER AT BEAUTYNYING.COM; STYLED BY ALEX GRADIA (MEN'S) AND NINA FRIDAY (WOMEN'S)

# JUMP TO IT

THE SEASON PARTNERS RETAIL-READY TRENDS WITH HERITAGE STYLES.

**ON HIM:** Levi's denim jacket, Mark McNairy's shirt and Ben Sherman's denim jeans, all in cotton. Diesel belt.

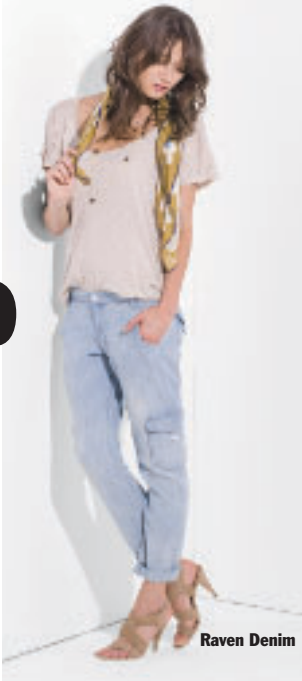
**ON HER:** Tommy Hilfiger's cotton denim shirt and AG Adriano Goldschmied's cotton denim jeans.

## WHAT'S NEXT IN DENIM

## Causing A Jeans Evolution



G-Star



Raven Denim



Siwy

By Khanh T.L. Tran

**LOS ANGELES** — Denim firms are adapting.

As denim designers grapple with the rising cost of cotton and respond to the growing popularity of contemporary sportswear trends such as lightweight, draping fabrics and harem pants, the premium denim industry is evolving from the standard five-pocket jeans business. Tencel, chambray and twill are some of the alternative textiles designers are using in lieu of traditional cotton denim, and the silhouettes and lengths vary so much that the 19th century denim pioneer Levi Strauss wouldn't be able to recognize the offshoots of his own invention.

"Almost anything goes," said Tim Kaeding, the former creative director of denim stalwart Seven For All Mankind, who is launching his own line called Mother next spring. "We're taking that movement from high-end fashion and moving to jeans."

Such a transition is allowing designers to let their creativity flow and try new things for spring. Lucky Brand is enhancing Boho Americana with a strapless denim jumper cinched at the ankles with elasticized hems. Seven For All Mankind is widening its flared trousers even more to resemble bellbottoms. Siwy is turning to twill for cutoff and cargo shorts. Sinclair amassed 125 different components in the construction of motorcycle jeans strapped with D-rings on the calf. H.A.-67 is making a big play for stripes via cropped leggings. Tencel, a soft, draping fiber made of wood pulp, is a go-to one for Diesel, which blended it with cotton and linen for cropped acid-wash harem pants, and for G-Star Raw, which cut Tencel fabric into easy, breezy shorts.

"Finally, the whole fashion thing turned to our direction," said Rebekka Bach, head of women's design at G-Star in Amsterdam. "We've been doing it for years."

Five years ago, G-Star began using silk. Now, its portfolio of fabrics includes Tencel, recycled denim and a nettle-based cloth that it spent almost two years developing. The nettle can serve as a viable substitute for cotton, which has seen its price

rise as much as 40 percent over the past year. The Tencel collection retails for \$130 to \$150, while the eco-friendly collection called Raw Sustainable, which includes nettle, sells for between \$55 and \$370.

"We want to be the perfect denim company that is reachable for everybody," Bach said.

In the case of Hudson, it was the personal style of creative director Ben Taverniti that trickled down to everybody else.

"I'm always wearing harem pants," said Taverniti, a fashion-forward Frenchman who previously worked for Kristina Popovich in Paris and Yanuk in Southern California.

For Hudson, based in City of Commerce, Calif., Taverniti designed harem-style cargo pants in lightweight twill in a pigment dye of black and army green. It's not just Taverniti's own wardrobe that influences his work at Hudson. He's also inspired by how others dress.

"When you look around, you look at movies, magazines [and] books, everything is connected," he said.

On the denim sales floor, not everything should be blue with five pockets.

"It's overwhelming," said Jennifer Althouse, buyer for World Denim Bar at Los Angeles' American Rag Cie, which carries some 80 denim brands. "You have to be creative as a buyer."

Some of the merchandising risks that Althouse took paid off. For instance, a \$209 drop-crotch style with tapered legs from J Brand sold out at World Denim Bar in a week.

"It's great to have that alternative," Althouse said.

Another popular option is cargo pants made of twill.

"I've certainly seen a lot of success in the cargos this year," said Marty Bebout, co-owner of the three-door contemporary boutique Blue Bee in Santa Barbara, Calif. "Women have a lot of denim already. They have skin-nies, they have boot cuts, they have wide legs. I think they're looking for something different."

With extreme fluctuations in the weather, consumers like the comfort of fabrics such as twill and Tencel.

"The weather has been getting hot," said Michelley Siwy, designer of New York's Siwy. "The fabric has to get lighter."

One of the more popular ways to treat denim fabric is to beat it up in the wash. Ya-el Torbati, creative director for Los Angeles-based Raven Denim, has found that Tencel is durable enough to endure stonewash treatments that would leave holes in cotton cloth.

"You can beat it up and it handles better than cotton," she said.

Moreover, Tencel blended with cotton affords a nice drape without displaying, in Torbati's words, a "cheesy sheen" that's seen on polyester. Torbati is so bullish on nontraditional denim fabrics that they will make up 40 percent of the spring lineup, up from 15 percent of the fall collection.

Not every jeans designer is going overboard with alternative fabrics. True Religion told financial analysts at Brean Murray Carret & Co. that the current shift away from cotton denim will be relatively short-lived. Like many other denim companies, True Religion's target is to have a mix of 70 percent of its revenue coming from cotton denim and the remainder derived from other fabrics.

Furthermore, Tencel is not for everybody. Lucky Brand can't seem to reconcile the shiny fabric with the Boho Americana vibe in its spring collection.

"I don't want to use synthetic," said Michael Griffin, executive vice president and product director at Vernon, Calif.-based Lucky.

Instead, he'd rather splurge on a 6-ounce denim from the Japanese textile mill Kaihara and transform it into sailor pants with pork chop pockets, cargo pants and shorts.

"We are not getting as high a margin on this as on other fabrics," he said. "But we think it's worth it."

Since consumers are so price-conscious, even with premium denim, jeans makers are choosing to absorb the cost. But they're also scrutinizing their choices.

"Especially from Japan, you have fabrics starting at \$8 and go to \$11 [a yard]," said Jerome Dahan, chief executive officer of Citizens of Humanity in Huntington Park, Calif. "We are thinking twice. Are we going to use that or not?"

No matter how expensive cotton may get, denim designers will never abandon the fabric.

"It's like the pizza industry giving up pepperoni pizza," said Jana Flumiani, sales director for Los Angeles-based Sinclair. "You just don't do it. [Cotton's] the backbone of the industry."



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## WHAT'S NEXT IN DENIM

# Japanese Influence Weaves Into London

By Nina Jones

**LONDON** — Nearly 6,000 miles away from Tokyo, Japanese design signatures are making their mark on London's denim and streetwear scenes.

A clutch of streetwear labels and denim brands based in the U.K. are drawing on everything from Japan's typography to the country's premium denim fabrics to enhance their British designs.

Superdry, the seven-year-old collection based in Cheltenham, England, has built its brand on its associations with Japan. The label's logo is "Superdry" written in English and Japanese, and one design is a track-style T-shirt emblazoned with the word "Osaka." "Our mantra is 'British design, spirit of Japan,'" said James Holder, brand and design director at Superdry, adding that the label evolved out of his "love of Japanese graphic design."

That, along with vintage American clothing and "a shared love of British tailoring," was among the inspirations that led Holder and Superdry co-founder Julian Dunkerton to create the label in 2003. Blending Japanese and Western influences has proved a powerful selling point. In July, Supergroup, Superdry's parent company, reported sales of 139.4 million pounds, or \$224 million at current exchange, in the year through May 10, up 83.1 percent on the previous year, and profits before tax of 22.5 million pounds, or \$36 million for the period. Supergroup's listing on the London Stock Exchange earlier this year valued the company at 395 million pounds, or \$636 million.

"[Japan] runs deep into the foundations of the brand and will continue to do so as we grow," Holder said.

Meanwhile, a number of British premium denim labels are making a point of using heavyweight Japanese denim in their designs. Snake & Dagger, a men's line that launched for fall 2010, has as its tagline "Japanese Denim, London Style." Roy Westfield, who founded the label with Bayo Lasaki, said when they launched the company the criterion was that they "work with the best denim — we didn't want to compromise on quality."

"We did look at denim from other regions around the world, but it just wasn't what we were looking for," he added.

The label works mainly with boutique denim mills in and around Japan's Okinawa region that use the shutter looms that make denim fabric with a selvage, rather than denim made with the projectile looms that can produce larger quantities of fabric.

Snake & Dagger places its emphasis on Japanese denim fabrics in novelty washes, such as a jeans style with a subtle reflective wash made from a white selva denim that's garment-dyed, dry-washed and oven-baked, and will retail for 520 pounds, or \$837, for spring.

"From a buyer's perspective, it's a real talking piece," said Westfield. "We like to say we work hand in hand with the artisans from Japan — they're the technologists and we're the designers."

Another style, called Artisan, which has rips, creases and oil stains that are all worked into the



dry Japanese denim, when the product hasn't been washed after it's dyed, "is currently selling extremely well."

"These pieces mold to the shape of the body, and the natural distressing gives a very personal look, making them a real investment," said Ramanandi. "By making it clear to customers that they are working with Japanese denim, brands are increasing their customer appeal but also their street cred. There's certainly an industrywide opinion that Japanese denim is among the best in the world."

Natural Selection, another British men's denim label, also uses a number of Japanese fabrics in its designs. But Paul Young, creative director of Natural Selection, said it wasn't a conscious decision when the company launched.

"We will only use fabrics that we love and we think can do the job very well," Young said. "It just so happens that a lot of them are Japanese."

The label tends to use heavier Japanese denims, in 13-ounce or 14-ounce weights, for designs that are both raw and subtly distressed, to look as if they've naturally aged.

"I think the industry's become a lot more educated [about] Japan as a general country of origin," he said. "[They have] beautiful fabrics, they're fanatics on quality. That has reached the end consumer, whether that's a guy who thinks, Japan, that's where the good stuff comes from...[or] the connoisseur guy who will only wear Japanese products."

However, Young said the label doesn't actively promote its fabrics' Japanese origins to consumers, as he's led by the look and quality of a fabric, rather than its provenance.

"We don't really market it as branding, as I think we would be jumping on the bandwagon of people before us who have used 'Made in Japan' [as part of their branding]," said Young. "[Though] I think it's relevant to the buyers because they have to understand your product."

Although Snake & Dagger's founders are explicit about the label's Japanese fabrics, they note that London design runs through their jeans. The label does produce some jeans in raw, unwashed Japanese denim, but the duo said their washed-denim styles are inspired by the worn-in, distressed jeans that London builders and plumbers wear for work.

"We take pictures of these guys all day, just to try to take elements of them to put into our jeans," said Lasaki. "We're London guys through and through. That's going to translate into our design."

## Premium Lines Fancy Up the Fabric

By Katya Foreman

**PARIS** — Smartening up its act, a luxury look is the next big thing for the premium denim category, experts say, using fibers like Tencel, MicroModal and Cupro.

A number of Europe's denim mills have launched fabrics catering to the trend.

New product lines by Spanish premium denim giant Tavex, for instance, include its spring 2012 Denim Couture range, billed as a tribute to the tailoring tradition, which will launch at the next edition of Denim by Première Vision in December. The line houses a range of luxury denim blends such as linen, Cupro and viscose, along with silky satin and taffeta constructions. Similar to Tencel, Cupro is a regenerated cellulosic fiber with cotton properties and a silk hand. David Bardin, the firm's European marketing director, cited growing demand from brands for noble blends.

"We sense there is an evolution away from vintage to more high-end, ready-to-wear-inspired fabrics," Bardin said.

Royo will introduce its Suave plus+ product line dedicated, in the words of creative director Panos Sofianos, to "the luxury of softness and comfort," at the Denim by Première Vision show. The range features sustainable fiber blends with "high quality values," such as Lyocell-Tencel. Sofianos said the firm also developed cashmere denim blends for Hugo Boss and D&G, likely to be used in the brands' fall collections.

A selection of niche brands is using luxury fibers to optimize the comfort aspect of their denim lines, developing softer handles and lighter weights. However, designers said maintaining an authentic look is paramount.

"We're not into [noble fibers for the sake of it]...it's more about finding fibers that will wear well, such as cashmere which ages really beautifully," said Jean Ivor, head of product development for Nudie Jeans.

The brand over the past few seasons has developed dry hemp and cashmere selvage denim with a small mill in Italy.

Similarly, for Notify Jeans founder Maurice Ohayon, who has been experimenting with luxury blends for a while, noble fibers are not just for show. For next spring, the brand introduced lightweight styles in a silk blend denim, retailing at 280 euros, or \$390 at current exchange rates.

"It's important that the blend adds comfort but does not affect the visual aspect of the weave," said Ohayon, adding the main challenge is finding fibers that blend



well with denim's main ingredients: cotton and Lycra spandex.

Bahzad Trinos, sales manager for fledgling Canadian jeans brand Naked and Famous, said the brand has received strong demand for its current 16-percent-cashmere jeans, which he described as having a crispy, raw denim exterior and brushed interior that "feels like pajamas." The brand's vision is based on pushing the boundaries for denim blends and weaves.

Spring launches include jeans with a 10 percent stainless steel blend, retailing at \$420, and the brand's Frankenstein big slub alternating twill style, priced at \$140. The latter style combines both right- and left-hand twills to give a gritty, irregular surface. The idea behind the stainless steel style — not to be worn at airports — is that the wearer can customize their own extreme creasing and fading effects.

"The interesting thing is its memory retention," Trinos said. "Scrunch the fabric into a knot and it holds."



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WHAT'S NEXT IN DENIM

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Jachs



Decades Denim



DKNY Jeans



Seven For All Mankind's shirt and G-Star Raw's shorts.



Grey Antics



Textile Elizabeth and James



Nautica



Levi's



The Shirt by Joe's Jeans



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SECTION II

WHAT'S NEXT IN DENIM

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Fifth Avenue Shoe Repair



Gant Rugger



Gilded Age's jacket,  
T by Alexander  
Wang's T-shirt and  
J Brand's jeans.

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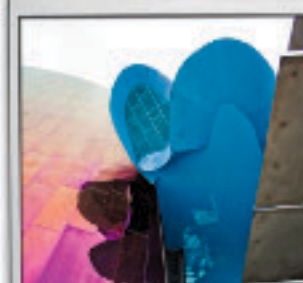
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SECTION II

WHAT'S NEXT IN DENIM

Mother



Almost Famous



Salsa Fits My Life



Lucky Brand top and MiH jeans. Stuart Weitzman sandals.



Paige Denim



Guess

**FLARE UP**  
GO WIDE THIS SEASON WITH THE FLARE OR BABY BELL.



Hudson



Siwy



Pray for Mother Nature

A photograph of two young women sitting on a red scooter outdoors. The woman in the driver's seat is blonde, wearing a brown long-sleeved shirt, blue jeans, and brown boots. She has multiple bracelets on her left wrist and is holding the handlebars. The woman behind her has long brown hair, wearing a black and white patterned cardigan over a floral crop top and blue jeans. She has her right arm raised. The background consists of green trees and a house. In the top right corner, the word "jolt" is written in a white, stylized font, with a heart containing a lightning bolt symbol to its right. Below "jolt" is the website address "joltstyle.com" in a smaller, white, cursive font.

jolt 

joltstyle.com

WHAT'S NEXT IN DENIM



Steven Alan's jacket, Trovata's shirt and Cheap Monday's jeans.



Seven For All Mankind



Unis



A.P.C.



G-Star Raw



Levi's



Creep



Zadig & Voltaire



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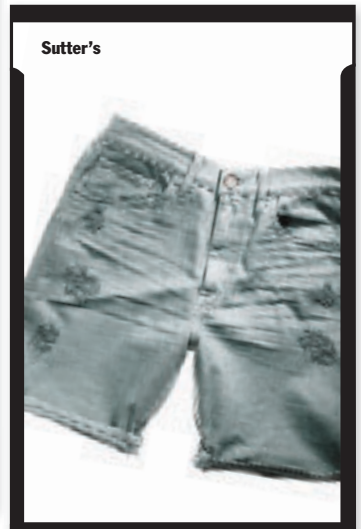
Rare



Not Your Daughter's Jeans



Ariya



Sutter's

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True Religion



Henry & Belle



Silver Jeans



Calvin Klein  
Jeans' shirt and  
DL1961 shorts.



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## WHAT'S NEXT IN DENIM

# Germans Look Abroad for Growth

By Melissa Drier

**BERLIN** — Germany is beginning to give back what it gets, as more denim firms here work to extend their international reach.

Well known as a jeans-consuming nation — Germany is Europe's largest denim market and the world's third largest after the U.S. and Brazil — the country is still not widely recognized as a denim fashion source. Mustang literally got things going, producing the first pair of jeans outside the U.S. in 1948. Since 2008, the 78-year-old, Künzelsau-based, mid-market brand has been rolling out stores at home and abroad. There are now 220 company-owned Mustang stores: 50 in Germany, and the remainder in Croatia, Hungary, Poland, Romania and the Czech Republic, with the newest focus on China, India and Russia.

German brands Closed, Tribeca, Rich & Royal and Camouflage Deluxe have also been getting into intensified cross-border play. Founded in the mid-Seventies by François and Marithé Girbaud, Closed started as an Italian label and quickly became known for its pedal pusher jeans and stone washing. The brand was acquired by its German distributor in 1992 when the Italian holding company went out of business, and, in 1997, that distributor's twentysomething son, Gordon Giers, came aboard. Giers is now one of the firm's three managing directors.

"It's been a gradual rebirth of the brand, but every season has gotten better," said Giers.

He wouldn't disclose sales figures, but industry sources estimate volume at 70 million to 75 million euros, or \$98 million to \$105 million at current exchange rates. Women dominates the business, with men's wear now contributing 15 percent of sales. However, Giers added men's has grown 40 percent for each of the last three seasons.

While Germany and neighboring Austria, Switzerland and Holland have traditionally been Closed's main markets, Giers said the brand's casually sophisticated fashion stance gets an even stronger reception where it is less known. "They think it's new or Danish," he said.

France is the second most important market, but Giers predicted Italy would move into that slot in

two to three seasons. It's been primarily a wholesale push, with the brand selling to 1,500 retail customers in Europe, plus 52 doors in the U.S., including Fred Segal, American Rag, Barneys New York and Atrium.

"We're in all the [U.S.] stores we wanted to be in, which for our first real sales season is great," he said.

Closed opened a Los Angeles showroom this summer, and participated at Blue, ENK Vegas and the Coterie. Celebrities also have helped broaden the brand's exposure, including Katie Holmes, Drew Barrymore, Brad Pitt, Patrick Dempsey and Sarah Jessica Parker.

Rich & Royal was launched for spring 2006, but the Stuttgart-based family-owned company behind it has 25 years of sportswear experience. Another second generation story, managing director Patrick Stupp and his brother thought up the name, which first graced a small T-shirt line but then branched out into a complete head-to-toe lifestyle range for contemporary customers. The collection has a rock vibe.

"Germany doesn't stand for innovative, extravagant fashion, but we're a bit different, a bit cheekier," Stupp said.

Denim plays a leading role, and the jeans generally run up against competitors like Guess and Boss Orange. However, with 500 points of sale in Germany, Rich & Royal is nearing domestic saturation, Stupp said. Last year, the brand began expanding its realm into Russia, France, Benelux, Greece, Scandinavia, Poland, the Czech Republic and Canada, and exports already account for 35 percent of sales.

Tribeca New York dates back to 2007 and the Bremen-based label seeks its inspiration in the lower Manhattan neighborhood for which it's named. The collection for men and women is targeted at "denim lovers who like little, hidden details" like spring's little sparkles, red buttons or back lacing, and appreciate high-quality denim from Japan and Italy, said sales director Volkmar Liebhart. There's a bit of boyfriend action for women, even in 7/8 lengths, but the current focus is on skinny silhouettes for gals, and straight and slim looks for guys, in lightly distressed finishes.

Tribeca New York first opened in high-end boutiques and specialty stores in Germany, followed by Austria and then Switzerland last season. Next up is



Europe-wide expansion, but even at home, Liebhart said buyers are now open to pick up new products.

Camouflage Deluxe is the newest kid on the block, and the Hamburg brand got its start two years ago with its deluxe camouflage shoulder bag for men. Designer Franco Storck then did some jeans for his own fashion show and the reaction was so favorable he brought out a limited range of hand-finished jeans, jackets and bags, this time more with women in mind.

Low key it's not. Nor low price. Jeans styled with python accents, studs, appliquéd peace and skull charms, hand-engineered patterns and stitching run 200 to 600 euros, \$278 to \$834 at current exchange, or under the Camouflage Deluxe Handmade in Germany label, while the even more limited Camouflage Deluxe by Franco Storck selections fetch 350 to 800 euros, or \$486.50 to \$1,112.

Storck has sold to 70 boutiques in Germany, including the important trendsetter Jades in Düsseldorf. He's already taken his latest Punk collection to Mallorca and Ibiza, two German outposts, and is also eyeing Los Angeles.

# Italian Brands Channel Marco Polo

By Luisa Zargani

**MILAN** — Italian denim brands are looking East to boost their businesses, as the sheer number of potential customers and China's appetite for all things Italian lure established and new labels alike.

The prospects in the area are so promising that "it's difficult to make forecasts and define the market's potential, as business could even grow much more than estimated," said Matteo Sinigaglia, chief executive officer of Replay.

Replay's parent company, Fashion Box, is capitalizing on Sinigaglia's experience in Asia, as the executive has lived in Hong Kong for 18 years, and is investing in retail expansion there. In December, Replay signed a joint venture with Alan Fang's Toppo Group. Since the beginning of the year, the brand has opened 27 stores in China and expects to have 70 units in two years.

Sinigaglia said "evolution there is very rapid, the economy is favorable and there are valid infrastructures," which all contribute to fuel growth. While he underscored how consumers are "more and more educated," Sinigaglia conceded it is somewhat more difficult to make "premium denim acceptable."

However, given that the population travels globally and taps into social media and the Internet, the Chinese are informed and open to new brands. Sinigaglia said companies that are well prepared are poised to grow more in the area, also considering the different fits required there. In addition, "because the development is so rapid, it's important to set up locally" to be more present on a daily basis.

Diesel founder and president Renzo Rosso noted that "visibility is fundamental" to grow in China, as is brand awareness.



"A strong brand is a must. If you don't have it, you don't go anywhere," he said.

Demand in China is increasing rapidly and the country's gross domestic product is growing, which make investments in the region a priority for Diesel. However, Rosso said he is also looking at developing the Russian, Brazilian and Indian markets without neglecting a more established market like the U.S.

"We are aiming at tripling our sales there [in the U.S., up from the current \$220 million]," said Rosso, who last year invested in a 20,000-square-foot flagship on New York's Fifth Avenue and returned to Macy's with the brand starting with the spring collection.

Giovanni Petrin, general director of Veneto-based Martelli Lavorazioni Tessili SpA, one of Italy's top wash houses, which treats denim for brands such as Diesel, Gucci, Giorgio Armani and Dolce & Gabbana, said: "In China, customers are looking for famous brands that will help them show how successful they are."

Petrin urged Italian brands not to lower their production standards and to invest in the next generation of craftspeople.

"The economy has pushed some manufacturers to pay less attention to details and delocalize in an attempt to cut costs, but niche and quality products are still selling," said Petrin.

Precious materials, such as a blend of denim and cashmere; novelty details including silver buttons and rivets, and exclusive packaging are some of the elements Jacob Cohen's manage-

ment plans to export to new markets. Launched in 2003 by Nicola Bardelle, the company, based in Italy's Veneto region, is only just now exploring China, said commercial director Marco Tiburzi. He compared Japanese consumers, widely respected as denim connoisseurs and exacting customers, to the Chinese, who are only now starting to appreciate the less visible qualities of denim and asking for more personalized pieces.

"They generally turn to fashion designers for jeans, but this is changing, as they are looking for more content," said Tiburzi.

Filippo Zucchelli, who founded and launched the Get Lost label with his wife, Serena Rimacci, in spring 2009, said building a brand in the home market is a must.

"Consumers in China look for known labels, and if you are well known in Italy, doors open automatically," said Zucchelli. "They look to Italy as a reference point; the country is famous for its fashion and they check to see what happens here." Rimacci, who described the line as "shabby chic," said the company uses antique looms from the 1700s and invests in special treatments and washes, which "sometimes cost more than the fabrics."

Produced and distributed by Velmar, a manufacturing firm controlled by Alberta Ferretti's and Moschino's parent company, Aeffe, Zucchelli is set on building the Get Lost brand in Europe while edging into China, India and the Middle East.

According to Italian fashion and textile consortium SMI Sistema Moda Italia, exports of men's and women's jeans to Hong Kong in the January-to-July period jumped 89.4 percent, compared with the same period the previous year. Exports to the U.S. rose 24.2 percent.

Martelli's Petrin said Brazil is also emerging as a promising country, with a new middle-income customer appearing on the scene.

"Brazil is like China 20 or 30 years ago. There is an economic boom, with more wealth, more people who own houses, cars, phones, and even just the size of the population is a great potential," said Petrin of the South American country's population of about 201 million.

"South America is booming, showing growth and positive developments despite the high taxes there," Tiburzi said.



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## WHAT'S NEXT IN DENIM

# Making the Teen Scene



Sarah Hyland promotes Wall Flower Jeans.



Jennifer Herrema for Volcom.



Audrina Patridge in an ad for Bongo.

JUNIOR DENIM COMPANIES ARE making the most of technology and recruiting the latest crop of rising stars to appeal to fickle but savvy young customers. Here's what they're doing.

— Khanh T.L. Tran

**Name:** Jennifer Herrema

**Claim to fame:** One of the original "heroin chic" poster girls for Calvin Klein in the Nineties, the singer-songwriter leads a rock band called RTX — when she's not producing records for the Kills and lecturing on Southern rock at Princeton University.

**What she's doing:** Designing grungy, distressed jeans for Costa Mesa, Calif.-based action sports brand Volcom. Herrema's also appearing in a series of Web videos that reveal the gritty glamour of a rock star's life on the road.

**Campaign slogan:** "Road-tested"

**Brand:** Miss Me

**What it's doing:** The Los Angeles-based denim brand hired Entertainment Fusion Group to concoct a Web-centric campaign featuring an iPhone app, a heart-shaped digital photo frame and a Web site fine-tuned for mobile phones. It's also including "quick response" bar codes on print ads, billboards, hangtags and taxi rooftop ads that consumers can scan with their phones to be directed to a short Web film. EFG, also based in Los Angeles, paid celebrities such as Holly Montag and Monique Coleman to send out posts via their Twitter accounts incorporating the campaign's tagline, "Do you miss me?" to more than 319,000 followers.

**Buzz:** "Chances are the 15-, 16-, 17-year-old girl in Texas is going to spend more time on Facebook, Twitter and her mobile phone than picking up a magazine and reading it," said Peter Philipp Wingsoe, managing director for EFG's digital division. "We thought this [marketing campaign] would be great, especially

for this specific demographic."

**Results:** When the \$100,000 six-month campaign kicked off in August, Miss Me counted some 70,000 Facebook fans. As of Oct. 28, the number of fans totaled 122,740. There was a 7 percent click-through rate for the link highlighted in the celebrity tweets, Wingsoe said. In comparison, online

is all over the place," said Stephen Mamiye, vice president of Wall Flower. "She has a great edge and a strong sense of style."

**Why it's OK not to be a wallflower:** "The shoots that we are doing are very, very rebellious in the sense of weirdness," Hyland said, explaining why she screamed at the top of her lungs on

"What is this? This is funny-looking," said Alden Halpern, chief executive officer of Tyte's parent company, 4Whatitsworth Inc. "That's a new thing we have going on right now: educating people about a new product."

**Results:** Tyte is planning a repeat performance in Times Square for Christmas.



A Tyte Jeans ad in Times Square.

ads on social networking sites usually get a 1 percent click-through, he said.

**Name:** Sarah Hyland

**Claim to fame:** The 19-year-old actress portrays the headstrong teen daughter in ABC's Emmy-winning comedy series "Modern Family."

**What she's doing:** She's the first celebrity spokesmodel for New York-based Wall Flower Jeans.

**Why Wall Flower picked her:** "This girl

the photo shoot. "It's OK to be you and be confident in that."

**Brand:** Tyte Jeans

**What it's doing:** The City of Commerce, Calif.-based company took over a Jumbotron in New York's Times Square in July to broadcast a video of 11 high-school girls demonstrating how to wear its new capris with removable legwarmers.

**Buzz:** "A lot of the kids go out and say,



A Miss Me ad featuring a quick response bar code.

**Name:** Audrina Patridge

**Claim to fame:** She was Lauren Conrad's roommate on the reality TV show "The Hills."

**What she's doing:** Following in the footsteps of Nicole Richie and Kim Kardashian, Patridge, 25, is the latest B-list bombshell to jump from reality TV to an ad campaign for New York's Bongo Jeans.

**Campaign slogan:** "Style My Bongo Booty"



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