



The biggest debate in denim is most probably: To wash, or not to wash? We have gathered some thoughts on the subject for you to consider.

Wash **or** **not?**

Not washing your denim has one major advantage: it allows you to create a personal 'signature' on your jeans.

If you decide not to wash them, they will

- mould to your body.
- start to reveal lighter streaks and areas because the indigo wears off.
- become like a second skin and eventually show a unique wear pattern that reflects the shape of your body and how you wear them.

If you wash your jeans at an earlier stage, they will appear less 'personalized'.

This is because washing gets rid of the curves in your jeans and it creates an all-over fade.

However, there is nothing wrong with washing jeans. In fact, Japanese denim brands believe sweat, among other things, are like toxins for your denim, so cleaning them occasionally is simply necessary.

Great, **now** **what?**

We advise you to not wash your jeans for approximately 6 months. During this time you create a nice, personal wear pattern. Give them a gentle soak after, so the fabric gets cleaned but will not lose its soul.

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Options



I.

Use a short program (appr. 20 minutes) at 30°C (90°F) without detergent. And no spinning. The jeans should come out soaking wet. Hang them to air dry right away.

II.

Put your jeans in a bath of tepid water and soak for five minutes. Take them out and hang them to air dry immediately.

III.

Take your jeans into the sea and soak for five minutes. Let the jeans dry in the sun.

Please note that not washing, unless really necessary, helps to save water and do less harm to the environment.

Are your jeans smelly, but you are just not ready to wash them yet? Put them in the fridge for a night, or hang them outside for a day or two.

A steamy shower room works great too.

Take care!