



Volume 2.

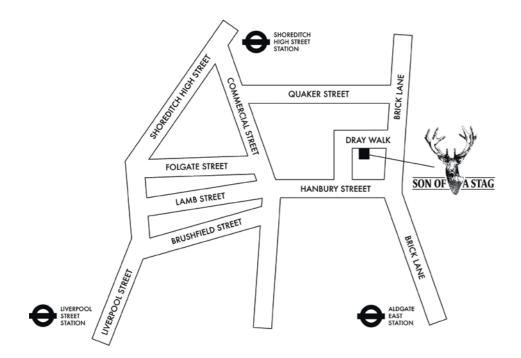
INTRODUCTION

Welcome to Volume Two of the Son of a Stag journal.

We established the company in 1993 and opened our store in 2003. Our reputation has grown to become the UK's number one destination for Japanese and American selvedge denim and workwear inspired brands. We pride ourselves on our in-depth knowledge of denim and meeting the individual needs of our customers.

Once again we have teamed up with some talented friends to give you an insight into the world of Son of a Stag. We think this journal is a visual feast of clothes we like, our friends and the people we admire but most of all we want these pages to convey our passion for denim.

So kick back with your favourite drink in hand and enjoy. (In case you missed it, Volume 1 is available to view on our website)

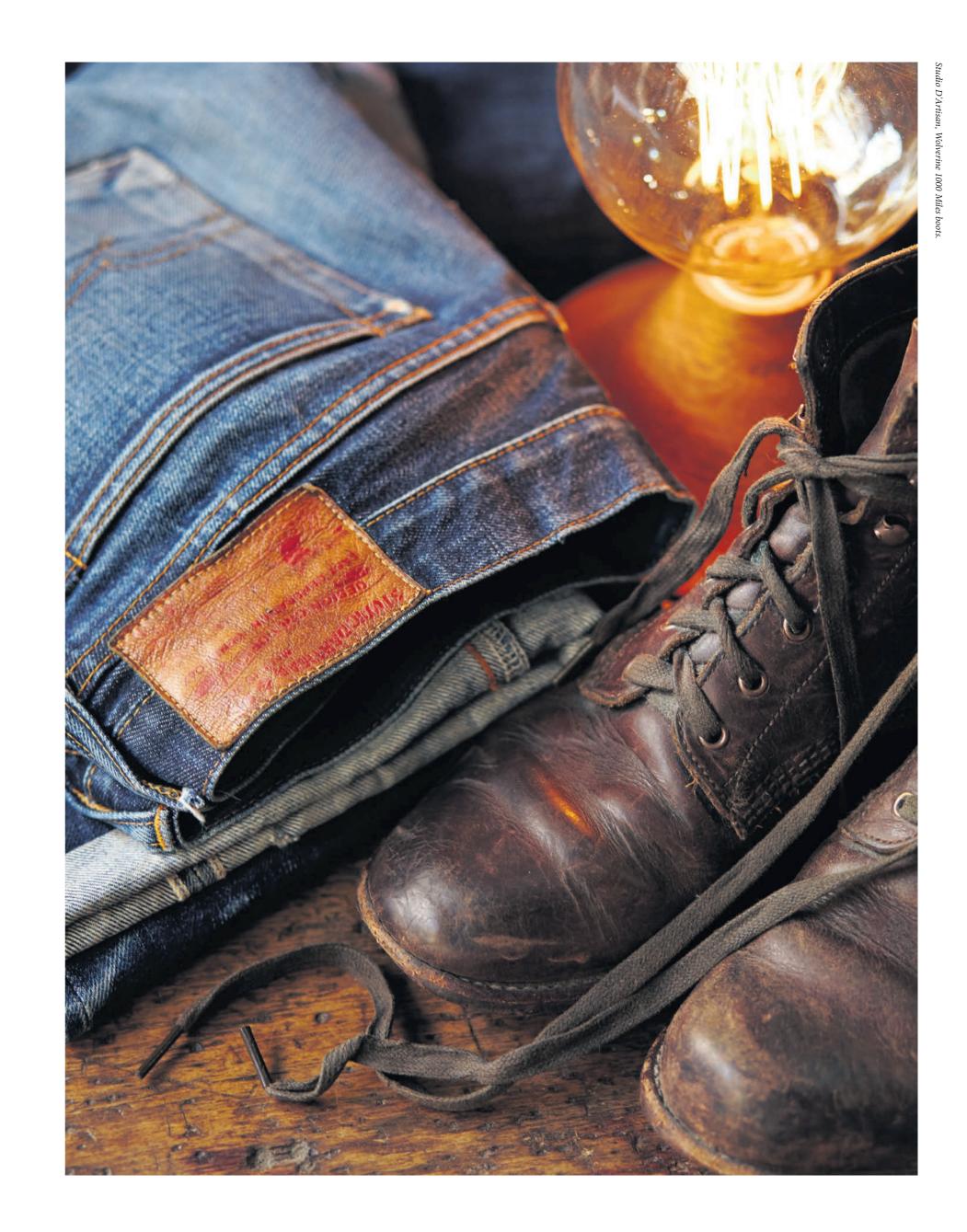


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London

STREET STYLE

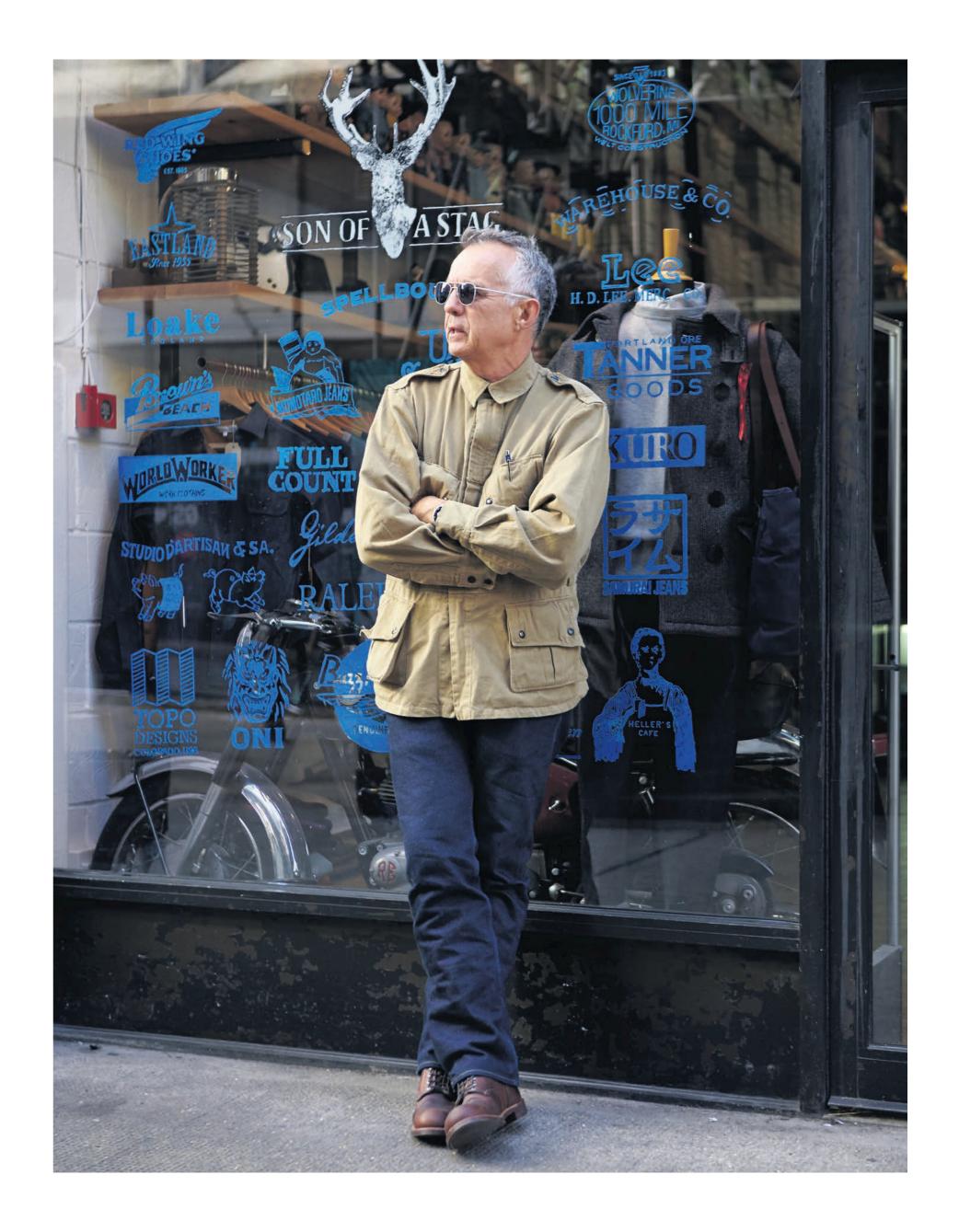
We wanted to give a feeling of what happens on a Thursday in our area as there is a vintage market that takes place every Thursday at Spitalfields Market.

We wandered to the market at about 9.30am with Ollie, our photographer friend and met up with a regular vintage clothing vendor, Dave. He just happens to be one of the coolest looking guys around and happily for us a very good customer of ours. He kindly modelled for us wearing an original WWII Paratrooper Jump Jacket, LEE 101 23 oz and Redwing boots.

Whilst at the market we also managed to catch Nigel Cabourn – shown in the Green outfit. We had a visit from a very cool couple from Florence, Italy. Finally, we headed to Levisons Vintage, just a few minutes walk from our store. Ricardo is featured wearing a vintage M-65 US Army Jacket, Levis Vintage 505 and Minolta Moccasins. Michael is wearing Levis Vintage jeans, vintage Harrington jacket, a vintage plaid shirt and Redwing boots. So, without really planning the day it turned out to be a Vintage clothing feature – something that inspires a lot of what we do.

Please do look up Dave at Spitalfields Market on a Thursday and also check out the guys at Levisons on Cheshire Street.









Mikki San

FULL COUNT

We are fortunate enough to have lots of inspirational visitors to our shop and all are welcome – especially ones that are so hospitable when we are over in Japan!

Meet Mikiharu Tsujita the head designer and founder of Full Count Jeans. His experience is second to none, having worked closely with Yamane San, founder of Evisu jeans.

We had the privilege of hosting Miki San (as we call him) a few months back. We spent almost a whole week with him. He was kind enough to sign over 200 pairs of Full Count Jeans at our store. Miki San (striped t-shirt) is photographed with his good friend Kotaro who funnily enough, lived in London, E1, for years before moving back to Japan.

Full Count are part of the Osaka five brands. The Osaka five are denim brands all established in Osaka, Japan. These brands are Evisu, Warehouse, Studio D'Artisan, Denime and Full Count.

Taking inspiration from the original Levi's 501 all of the Osaka 5 brands have replicated and produced their interpretation of the Levi's story.

Founded in 1992, Full Count was the first denim company to use Zimbabwean cotton. Due to the climate, the cotton harvest is large and the crop is harvested once a year. The fibre length is longer than the common cotton fibre. When this is woven it creates a very unique texture. The jeans will soften up beautifully the older they get, with the strength of the denim remaining intact. Another characteristic of this cotton is that the indigo used in the denim is absorbed at a very high level.

Full Count are one of the go to brands for exceptional fadings.



Clutch

ATSUSHI MATSUSHIMA

Atsushi Matsushima is the editor for Clutch Magazine, Japan. Atsushi is a true ambassador of Son of a Stag and we regard him as family with regular meetings in Japan and Europe. He has been our voice in Japan over the years and has been a crucial part of our growth that we look to him for constant guidance – Atsushi San, we would like to thank you publicly for the effort, time and loyal friendship given.

We stock the magazines from Ei-Publishing Co which include Clutch, Lightning and 2nd.

Clutch Magazine's aim is to provide an insight into the lifestyles of people from America, Europe, and Japan pursuing their hobbies and interests. The magazine is centrally focused around many of the things we enjoy most; good quality clothes, accessories, watches, cars, motorbikes and furniture ranging from vintage to the modern age.

Matsushima San has been working in the publishing industry for over 20 years and his attention to detail is impeccable. Always dressed in the coolest outfits from top to bottom, he completes his style by driving around in stunning cars, such as his full loaded Ford Mustang with racing stripes.

Over many dinners, we have learnt about Atsushi's passion for the culture that we surround ourselves with at Son of a Stag. He has an incredible knowledge that is hard to challenge as he seems to have lived it all with his international traveling. Having spent time with his team and gotten to know them well, it is obvious of the affinity they have for him which allows for the continual growth and development of the publications.

Clutch is an amazing read – full of great articles and photography, as are 2nd & Lightning magazines.



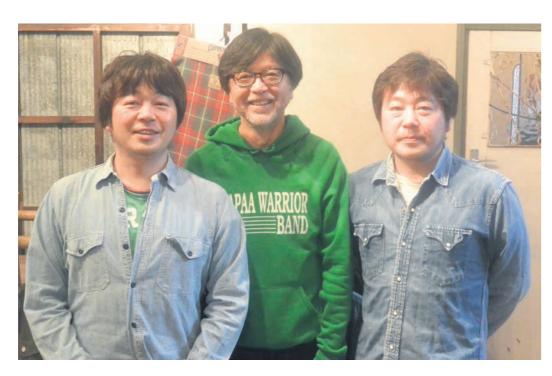
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OUR TRIP TO JAPAN



One of many great evenings we have spent with Atsushi on his home turf.

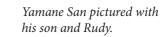


Our regular visit to Warehouse & Co., Japan. The famous twin brothers are pictured with family friend and main distributor, Ichiro San, pictured in the middle

It is not every day that you get an invite to spend a whole day with one of the most famous denim experts in the world. It all started when Linda was in Japan for the Japanese Clutch/ Mensfile launch party. Linda was introduced to Yamane San – better known as the guy who started Evisu.









Yamane San and Rudy on boat in Yamane San's garden.

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ONI - what a trip this had been already. Now it was time to meet the owner of one of the most underground brands in Japan and spend the day at a traditional Japanese restaurant and talk about family, life and many other things - especially denim. We often say things like "he has blue fingers" for those who are in the denim business. The first well informed rumour tells us that

this gentlemen is the grandson of the first pioneers of denim production in Japan. It took us a lot of effort over two years to find and make contact with the creator and owner of ONI jeans. Check out the secret denim models and see the story behind the brand on our website - www.sonofastag.com/collections/o-n-i

Meet the

BOSSES



Shimura San (Pherrows) with Rudy



Fuiikawa San (Studio D'artisan) with Rudy



Nogami San (Samurai) with Rudy



Tanaka San - overseas Trade Division, Toyo Enterprise co Ltd

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Services we offer ———

CHAIN STITCHING

At Son of a Stag we pride ourselves in not only giving you the very best choice of Japanese and American denim brands as well as offering our exemplary knowledge. We were the first to revive this service on the shop floor in the UK And have gone the extra mile (or a few), to ensure you get the best chain stitching service.

The machine of choice is model Union Special 43200G. These are super rare and were the original chain stitch machine for Levi's. It has to be this model and not a modified version of it. This looks the same but has different characteristics to the original. Union Special company seems to have replaced the 43200G with other machines in a quest to replicate the same stitch and make it easier to use the machine but this has reduced the tension on the thread. This means you don't achieve the same roping/puckering as you would with the original.

We spent money, against the advice of the guy servicing our machines, to have the tension of the thread increased. This is said to shorten the life span of the machine. Not a problem for us as we have too many to count.

All jeans bought from us are shortened free-of-charge and not only once – as often as you would like. We will also undertake shortening and chain stitching for jeans not supplied by us for a small charge. In addition we also have a massive choice of threads in different compositions, thicknesses and colours. We play and experiment with our machines everyday to offer services that are unique to us including using different combinations of thicknesses and compositions – all in an effort to get the best chain stitch hemming. If you are not local to London you are more than welcome to send us your denim to be altered.









Chain stitching is an art with the aim to achieve the best 'Vintage roping effect' on the hem of your favourite jeans.

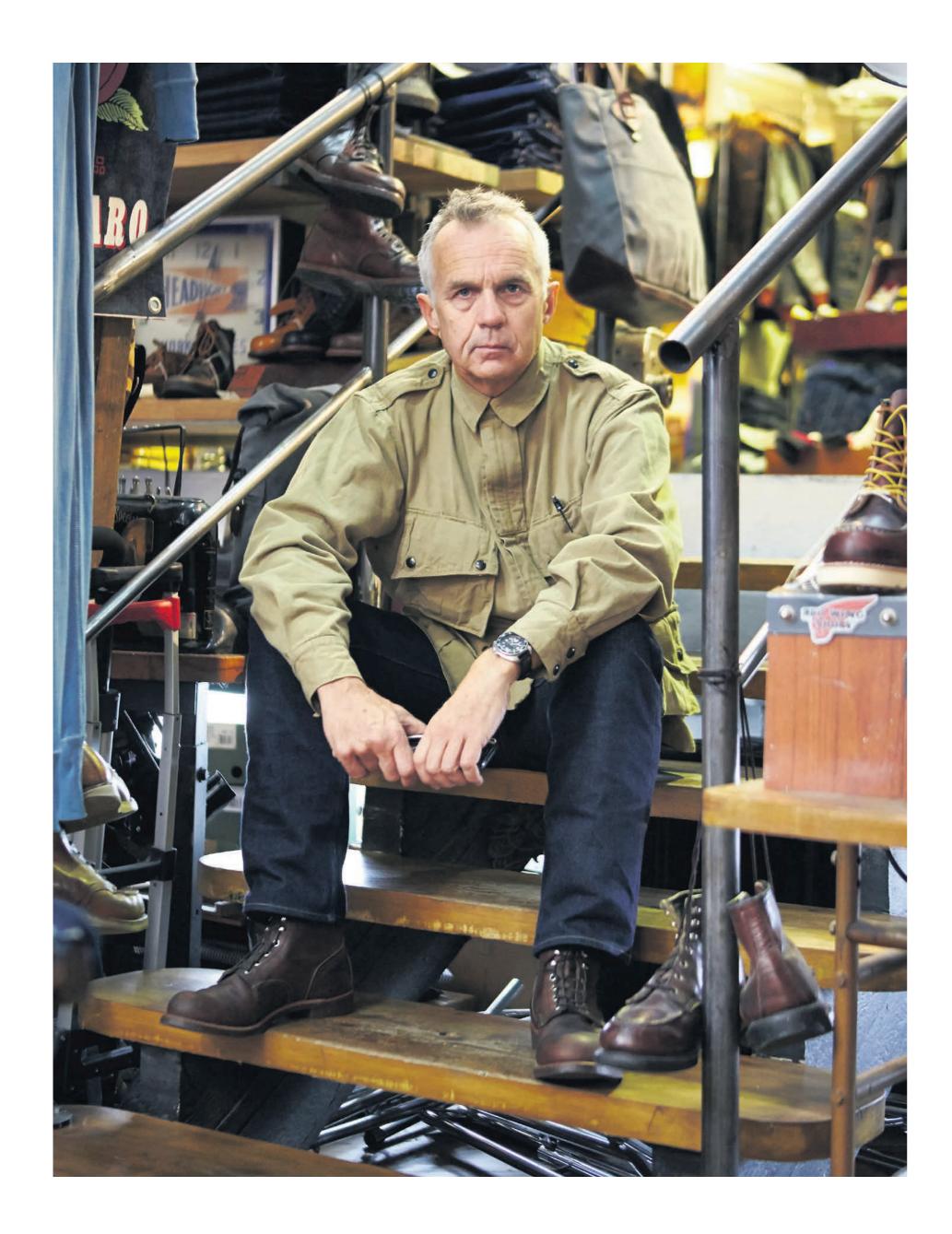
This can only be done by a very experienced operator who can regulate the tension by feeling and using an original Union Special 43200G (not clones or adapted machines) whilst using the correct recipe of threads.

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The Brands ————

WE STOCK

Brown's Beach
Buzz Rickson
Copper King
Eastland Made in Maine
Eastman Leather Clothing
Edwin
Emma Opitz

Big John

Fein Schmuk

Full Count

Gloverall

Heller's Cafe

Jelado

Kojima Genes

Lee Archives

Lone

Mora

Heller's Cafe

Omra

Jelado

ONI

Kojima Genes

Orgu

Lee Archives

Levi's Vintage Clothing

Lone Wolf
Merz B. Schwanen
Momotaro
Omnigod
ONI
Orgueil
Pherrow's
Red Moon

Red Wing
Samurai Jeans
Spellbound
Stevenson Overalls
Studio D'Artisan
Tanner Goods
TCB
Tellason

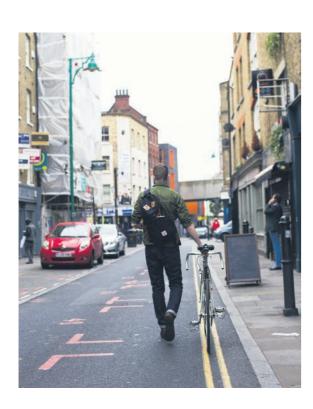
Topo Designs
Warehouse & Co.
Wolverine 1000 Mile
World Workers
Workers

On your bike with

JADE

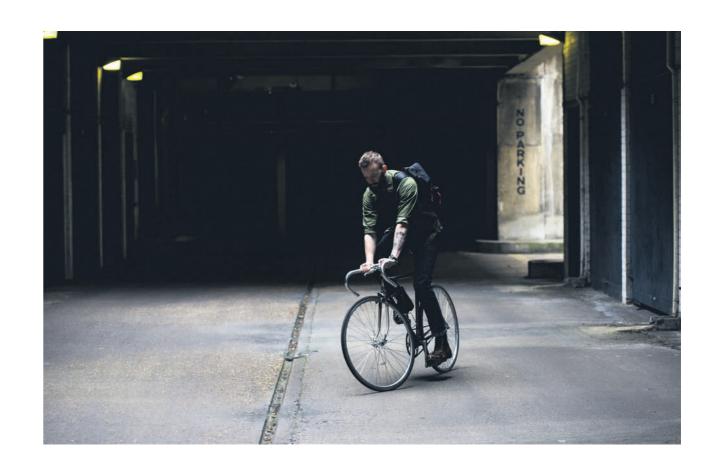


Edwin Itd edition ed-55 Nihonmenpu fabric, Topo Tanner Goods belt





n ltd edition ed-55 Nihonmenpu fabric, Topo designs bag, Fullcount shirt, Ta s belt, Redwing





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Special mention to

EDWIN

Edwin needs a special mention as we have been partners for over a decade. The brand has grown into an international brand with a loyal fan base. This is obviously to do with the fact that the brand appeals to a wide audience who have got to know the high standards Edwin have set.

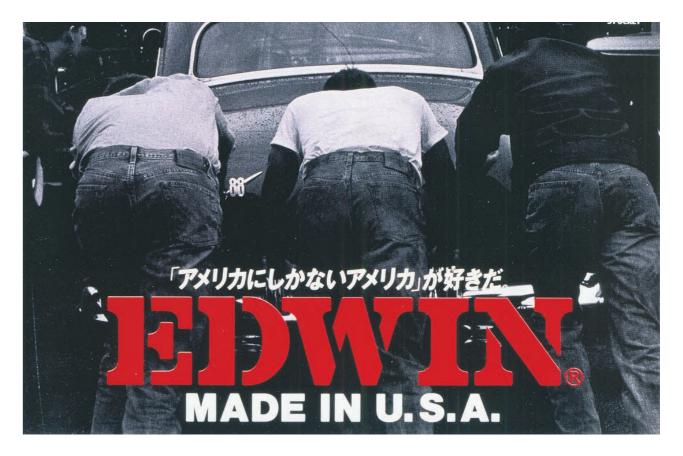
Edwin offer different levels of quality within their collections, with price points to match. We are proud to say that we cover most of the styles available in Raw Selvedge fabrics. Selvedge fabric is renowned to be the best fabric and the choice of denim geeks.

The Nashville is the most traditional cut from Edwin and their oldest. It is a real classic, remaining unchanged for over 20 years and features a straight leg, high-rise and button fly. The most popular Edwin style currently is the 'ed-55'. It is a relaxed tapered fit with a mid-rise that seems to fit most customers. It is available in three different raw selvedge fabrics.

Edwin also produces special project collections such as Over Works Factory (OWF) which pays homage to the vintage Edwin styles and is noted by the finer Rainbow selvedge. The fabric is supplied by Nihonmenpu which is the Rolls Royce of fabric suppliers. The character of the denim and dye is such that it provides the wearer with unique fades. These are shrink-to-fit and need to be be sold by knowledgeable staff who can explain the shrinks and wearability in great detail to avoid any costly mistakes. Edwin have normally only trusted OWF to a handful of retailers throughout Europe, including Son of a Stag, to handle these special limited productions.

We have managed to get and feature some examples of Old Edwin advertising which provides an insight and history of this special brand.





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Special mention to

WOLVERINE

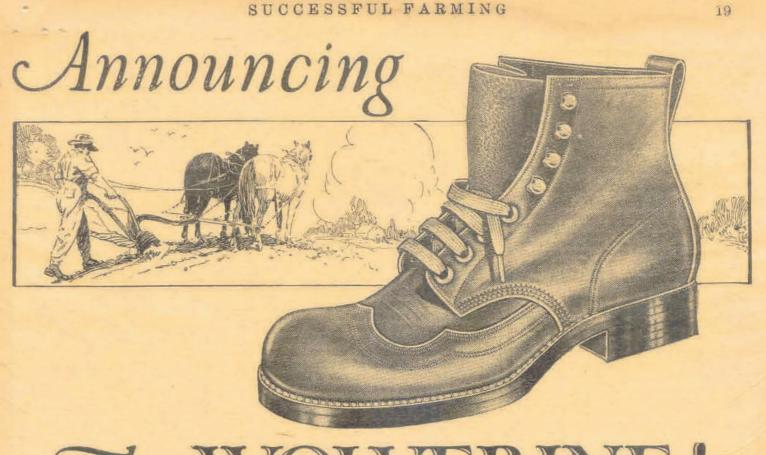
Wolverine is another brand that deserves recognition as it has been producing boots of the highest quality for 125 years.

Established in Rockford, Michigan, Wolverine were an integral part of the modernisation of the US. They helped build the railroads, skyscrapers and expand the vast highways across the country.

In 1914 Wolverine introduced a footwear line called the 1000 mile boot, ultimately setting the standard for durable footwear. Wolverine offer a wide variety of styles of boot and shoe. The 1000 mile collection reflects the genuine style and quality that have seen Wolverine been so successful for well over a century. The 1000 mile boot is the cornerstone of the collection. Made in America, using top quality Horween leather, a stacked leather outsole and a classic welt construction, we are true advocates for this particular boot.

Wolverine is celebrating the release of a special centennial edition in the 1000 mile collection.

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The WOLVERINE!



WOLVERINE Comfort Shoe

Here is a lighter built WOL-VERINE, so easy and flexible that you can bend it together like a baby's moccasin. Wears like iron, but so soft and easy on your feetyou'll hardly know you have a shoe on.

If you have tender feet, or want a shoe for wear where the exposure to wet weather is not so great, wear WOL-VERINE COMFORT SHOE. Like a blessing on tired feet Here it is! The work shoe that wears, and wears!

It is made of horsehide, through and through. Soles, as well as uppers, all made of the toughest, best wearing leather on earth, tanned in our own tannery to the softness and flexibility of buckskin by an exclusive, secret process.

Horsehide is the closest fibred leather. It is the leather used in making league baseballs because it is the only leather that will stand the hard poundings.

Horsehide hasn't been used before because it could not be tanned soft. We tan it so that it is soft and flexible as a buckskin glove. But how it wears!

We use only the best wearing parts of the horse's hide. Only the "butts" are made into WOLVER-INES. And every hide is double tanned in our own tanneries by our secret process, which increases their wearing ability while making the leather soft and flexible as kid.

We call this wonderful work shoe the WOLVERINE 1000 MILE SHOE. We know it will give you a thousand miles of wear. We don't know how much more mileage it will give you. But we are going to find out.

Mud, snow, ice, dust—all the destructive forces of nature—these are the things your shoes have to contend with. To win against these dements your shoes must be of the best wear-resisting leather. This is horsehide. They must be strongly made. WOLVERINE 1000 MILE SHOES are doubly strong where strain and wear are greatest. The uppers, usually of light leather, are thick and heavy here, yet they are soft and flexible, easy on the feet.

Your dealer has the WOLVER-INE 1000 MILE SHOE. Be sure and ask for it. It comes in several models and weights. Heaviest weight for fall and winter, lighter weights for spring and summer. Try a pair. You'll never want to wear any other kind of a work shoe. This we guarantee

Get the Particulars About Our \$1000 Gold Prize Contest

Fill out the attached COUPON—with your name, address and name of your show dealer, and mail it to us immediately. We are going to give \$1000 IN GOLD in prizes for the best letters on the WOLVERINE 1000 MILE SHOE. Anyone can compete. We will award \$1000 for the best 100-word letters. We know that WOLVERINE 1000 MILE SHOES do give 1000 miles of wear. We want to know how much more they will wear for you. Write TODAY for particulars about this wonderful prize contest and how to win this \$1000 IN GOLD. Use the coupon at the right.

MICHIGAN SHOEMAKERS
Factory and Tannery: Rockford, Mich.

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	Dept. 105, Rockford, 1
- 1	Please send me FREE, pe

Please send me FREE, postage prepaid, particulars about your \$1,000 GOLD PRIZE CONTEST for best letters on WOLVERINE SHOES. This request in no way obligates me

idress					

Your Dealer's Name_

Dealer's Address_





Fishing at

LAKEDOWN TROUT FISHERY

Max works with us and is also an expert fly fisherman and needed very little persuasion to go fishing. So along with Max we took his buddy Jason to Lakedown Trout Fishery, East Sussex for a day by the water and to model some clobber. Linda was elected to drive and keep the boys in order.

Rather miserably, the day started with rain and traffic jams coming out of London, but we soldiered on and the sun came out on our arrival around lunchtime. We had a great time and even landed a couple of rainbow trout. An actual rainbow would've been nice to photograph but you can't have everything. Tom Griffith's wicked images perfectly capture the trip.

Interestingly, the fishery was originally designed and created by actor and music legend, Roger Daltry, frontman of 'The Who', in the late 1980's.

























FRIENDS

TELLASON

Meet the guys behind San Francisco based Tellason and Pete SearSON.

Son of a Stag are massive fans of Tellason. Not only is their love of denim the driving force behind the brand, the influence of popular culture, specifically punk band The Clash, is present throughout.

In 2008 Pete and Tony decided it was time to combine their expertise and launch a brand that would take denim to the next level.

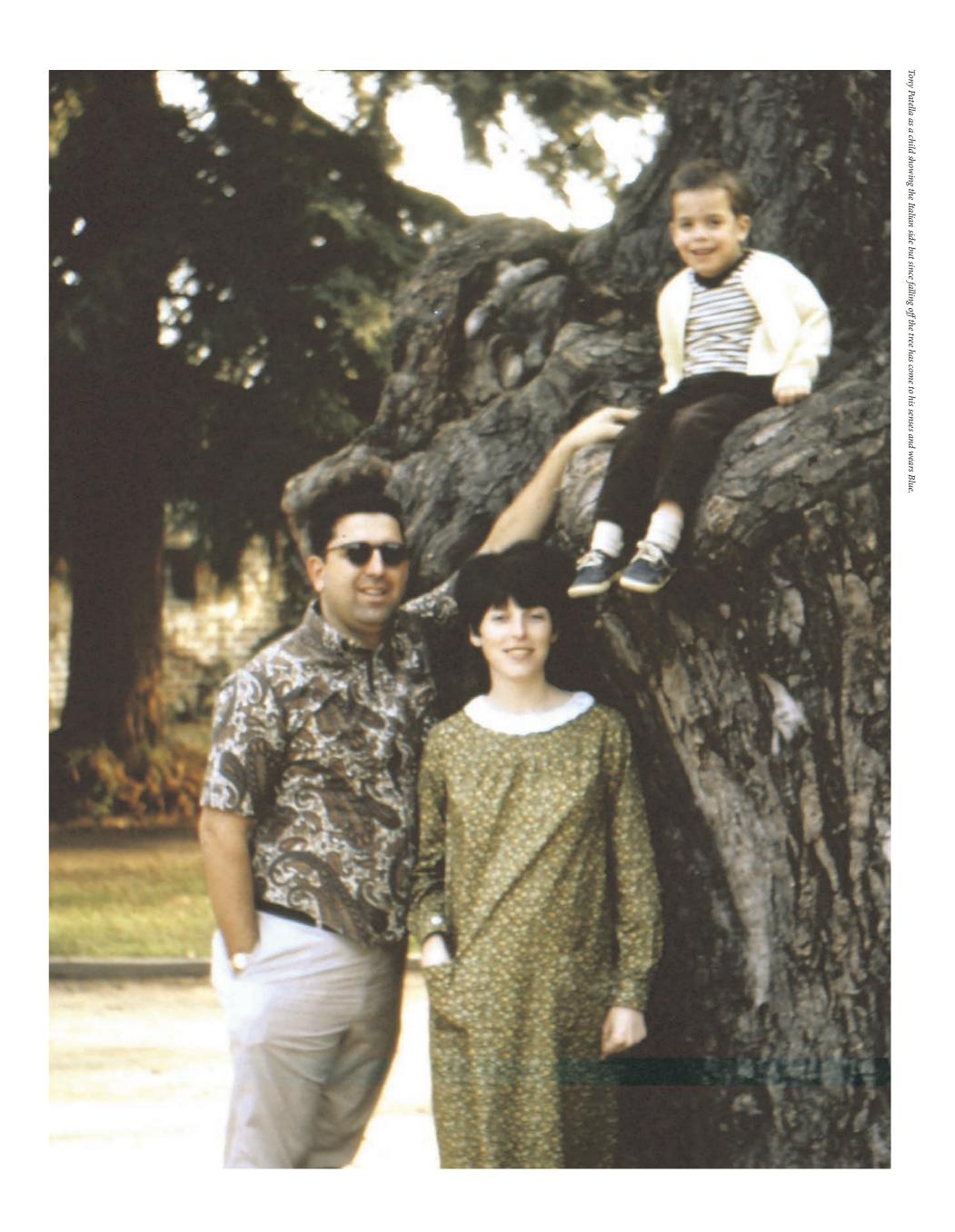
In their own words: "We are 100 per cent committed to the city of San Francisco and will make our jeans here, and only here, forever. This place is home of blue jean culture as we know it and moving production somewhere else just to save a couple of bucks just won't happen."

Tellason offers a variety of fits in different weights using Pete and Tony. Brand name derives from: Tony PaTELLA custom-made White Oak Cone Mill denim. These come in sizes from 27-inch to 40-inch waist with variable leg lengths up to 41-inch inside leg.

> Tellason listens to their customers and their latest style is called 'Elgin' which has connotations with the band The Clash. In fact all their jean models are dedicated to the band in some way, including their first ever model, John Graham Mellor. Elgin has been created following through on the Ladbroke Grove style, with an adjustment favouring cyclists and workmen alike to help protect their dignity. There is a slightly higher rise and the fit has proven to be a great success already and can only get stronger – just like the brand itself.

> Distribution points are very select ensuring the exclusivity that such a special brand deserves.





son's Lucky Number 7 and already in Blue

How to

SEA WASH DENIM



For those of you who picked up Volume One of the journal you may remember the section on how to shrink your denim in the bath. In this issue, we wanted to cover another topic regarding denim - sea washing.

We asked our good friend Nat, the owner of Bournemouth's Consortium Store to be the model for this shoot. Linda travelled down from London to Bournemouth for the shoot.

Toby Lewis Thomas was our snapper, and without him, there would be no magical pictures. Toby is a great photographer and put a lot of the story together for edition one.

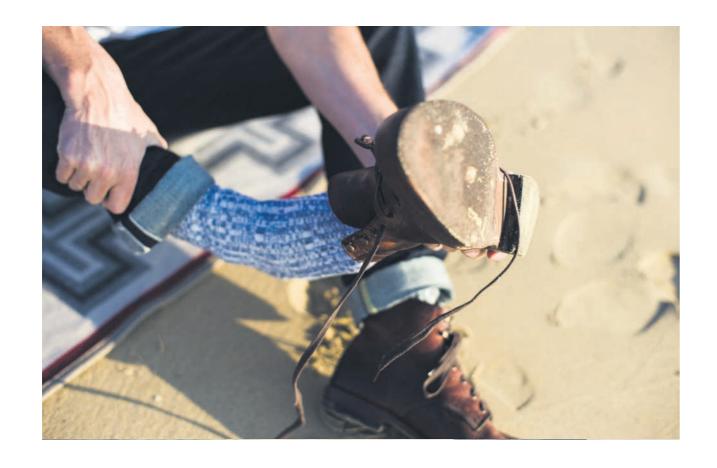
During the evening over drinks and a light dinner, it became even more obvious that we had found the right person to model for us. Nat has a great passion for denim and sneakers. We had taken a pair of Tellason jeans (Ladbroke Grove 14.75oz) for Nat to wear in the sea.

Feel free to visit him at the Consortium store and ask him about the experience in person should you ever be in Bournemouth. And the next time you are by the beach, make sure you are wearing your favourite denim and take a swim!

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Sea water will clean your jeans but don't expect it to be the same as washing your denim at home. Another thing to bare in mind is that levels of salt and other particles such as sand vary depending on which sea you are in.

If you are adventurous enough to try this method, you may find sand staying with your jeans for quite some time. It will get trapped in the pockets, folds and in some of the seams.

To see a development in your denim, it is best to use a pair of raw untreated, deep indigo-dyed jeans as a pre-faded pair have already been stripped of colour.

There are numerous recipes for using this method but we have covered the most basic parts. An example of this technique used during the process is to rub dry sand to create fades on the jeans after bathing with them in the sea.

It would be great if you could wear the jeans out and let them dry on your body whilst walking around but this might be impractical. We suggest a compromise. Let the jeans dry in the shade or indoors, but start wearing them before they are fully dry. It is not the most pleasant sensation as you will feel the salt and sand on your skin and that special sea smell will be on you. You are also prone to leave marks wherever you sit. You can miss this step if you wish and simply shower off the salt and sand as best as you can without scrubbing the jeans as this would leave artificial fades.

There are many people who have tried this method with mixed results and there is absolutely no guarantee on the effect you will get. The results also very much depend on the fabric of the denim, the dye, and if worn, the fitting of the jeans. We say "if worn" because there are some who prefer to take the jeans in to the sea without wearing them. You will most likely experience a shrink and caution is needed in case you have super tight jeans to begin with.

We suggest you follow the method illustrated in the pictures but to try and wash off the sand, particles and salt at some point. Definitely don't fold your jeans and put them away. We imagine you will not want fold or crease marks.

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Standard issue

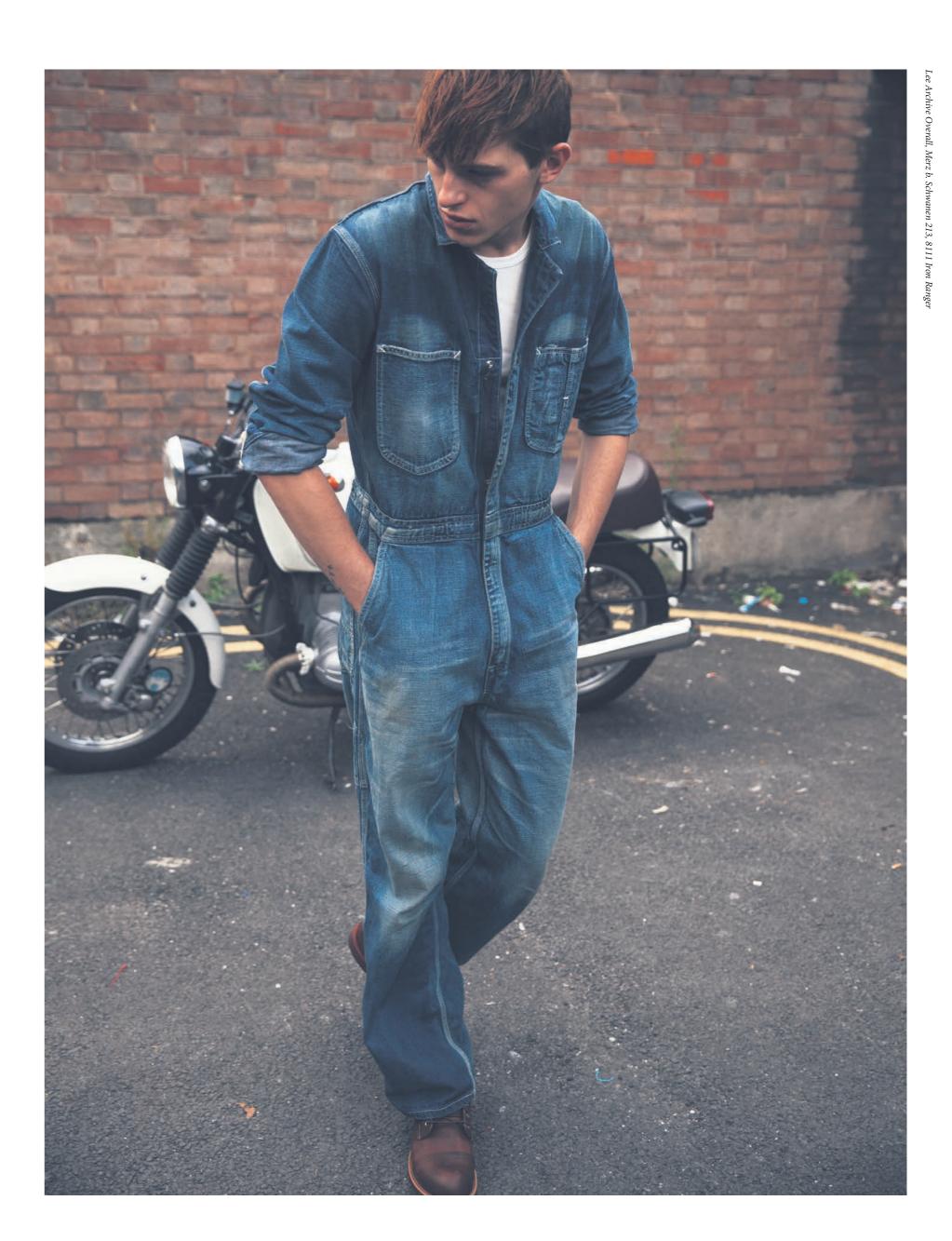
CLOTHING FOR MOTORCYCLISTS



o D'artisan10

 $Photographs\ by\ Jordan\ Green,\ jordang reen photo.com$

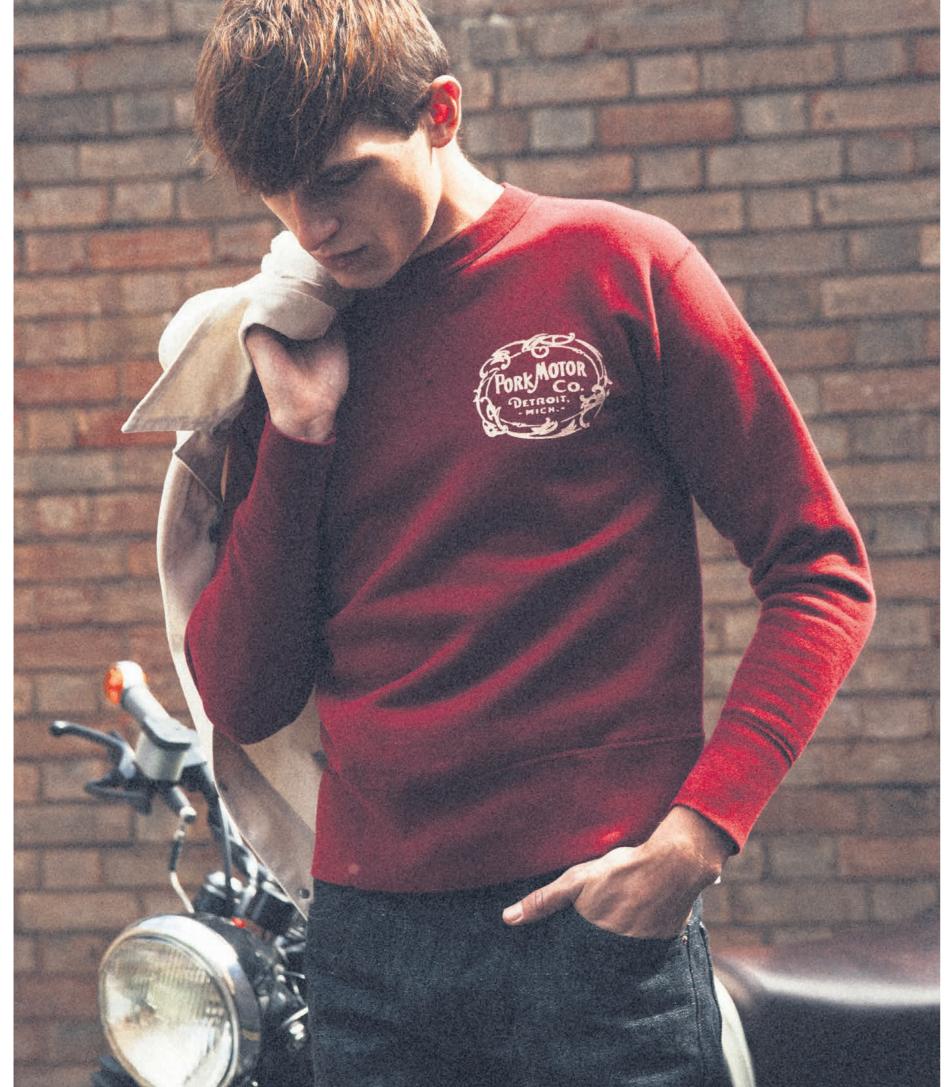
Stylist : Marina Debuchi Model: Daniel Jones from AMCK Models Motorbike: orfeusltd.com











A collection of clothes that one owns or wears

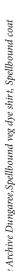
WARDROBE



Photographs by Montana Lowery, montanalowery.com

Stylist: Illishio Lovejoy Hair: Angela Lowery for Ysalon Make-up: Caroline Sims Models: Nevs Models : James, Tobias, Sionn, Daniel / First Models: David

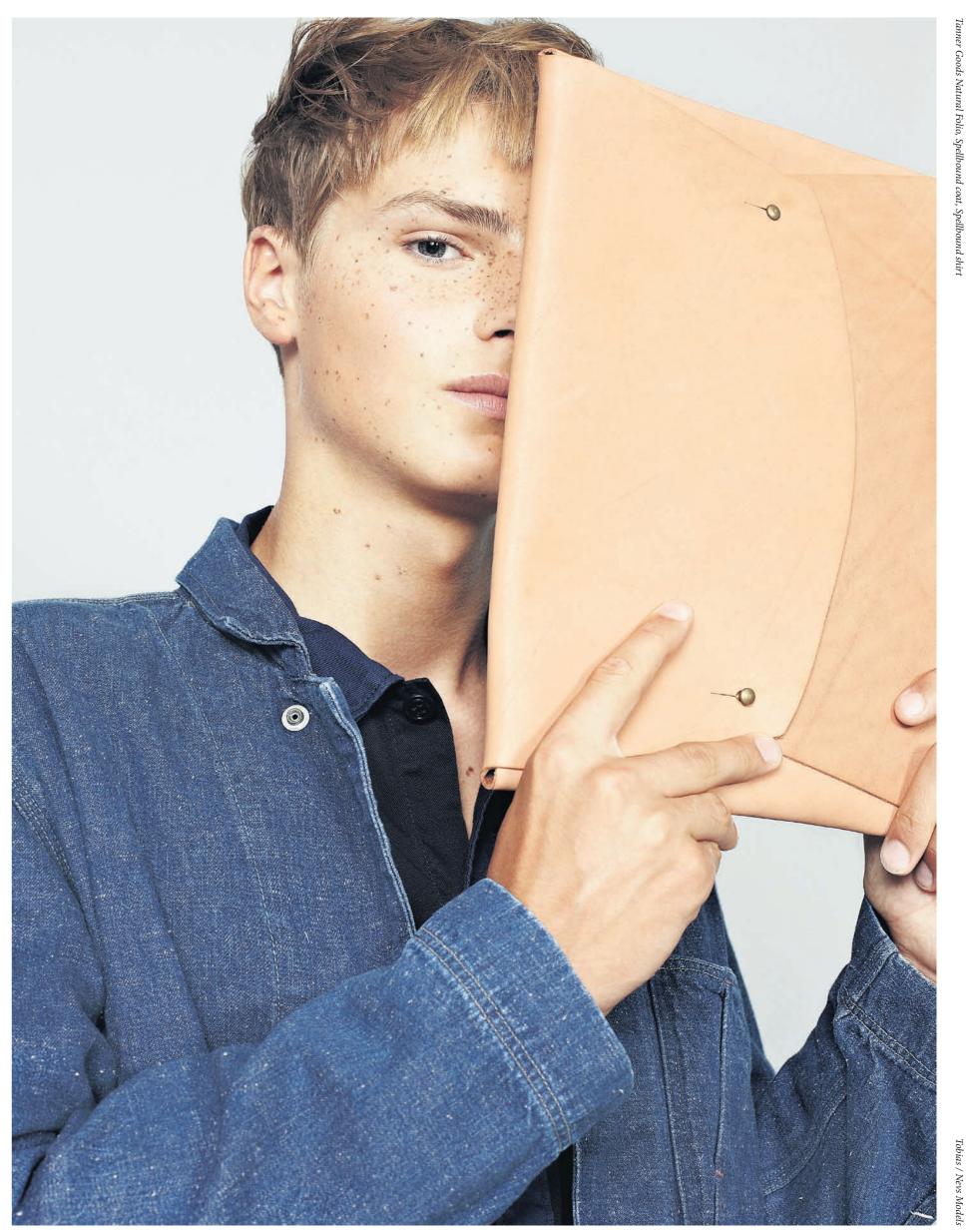
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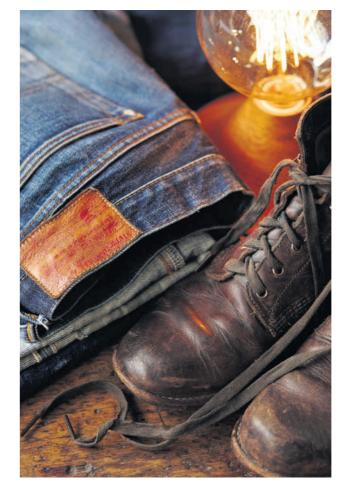










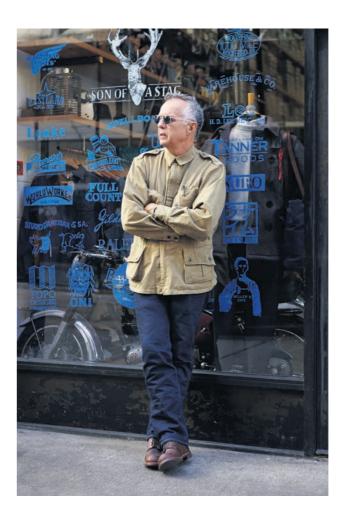




Volume 2 is bigger, fatter, juicier and as ever, from our heart. We have even more of our close friends who have all pulled together to publish this issue.

Thanks to photographers Toby Lewis Thomas, Tom Griffiths, Montana Lowery , Jordan Green and Ollie Reimann, and to the guys at candyblack.com for the design of this issue.

We would love to hear from you if you have any ideas for the next journal: the journal@sonofastag.com







FRITH STREET



At SOAS we have many striking looking customers, some of whom are heavily into body art which is often the creation of Frith Street Tattoo Shop. The guys at FST are mates of ours who regularly visit our shop. We decided to return the visit and take a close look at one of the very best tattoo emporiums in England.

We admire their dress sense and the way in which they wear denim. Anyone you talk to in the tattoo world will tell you of the FST guys' relentless striving for perfection; for stunning tattoos – or what we consider to be pure art.

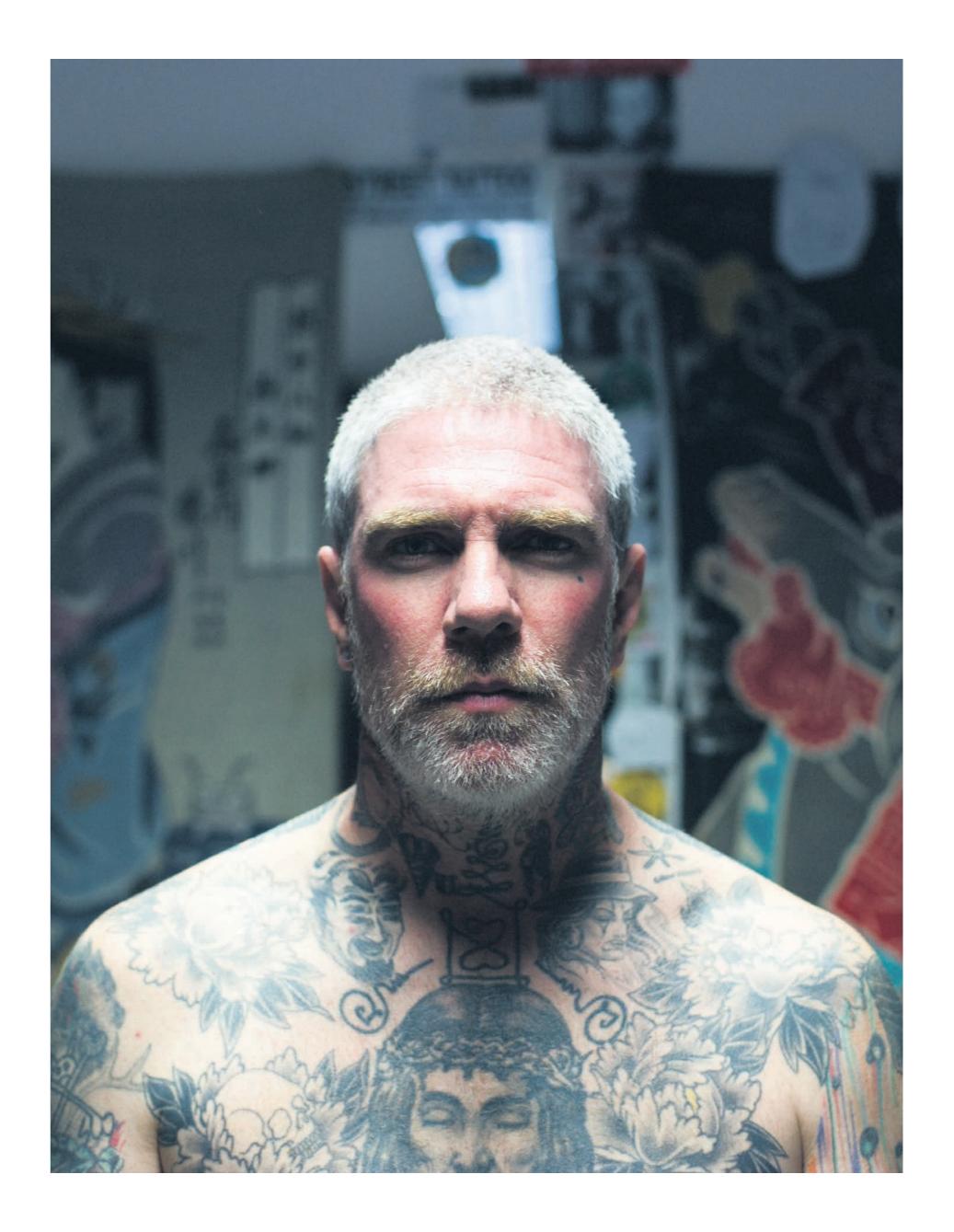
Frith Street first opened its doors in 2004, quickly becoming one of London's premier tattoo shops. Ten years later, they are still offering high quality tattooing and excellent customer service.

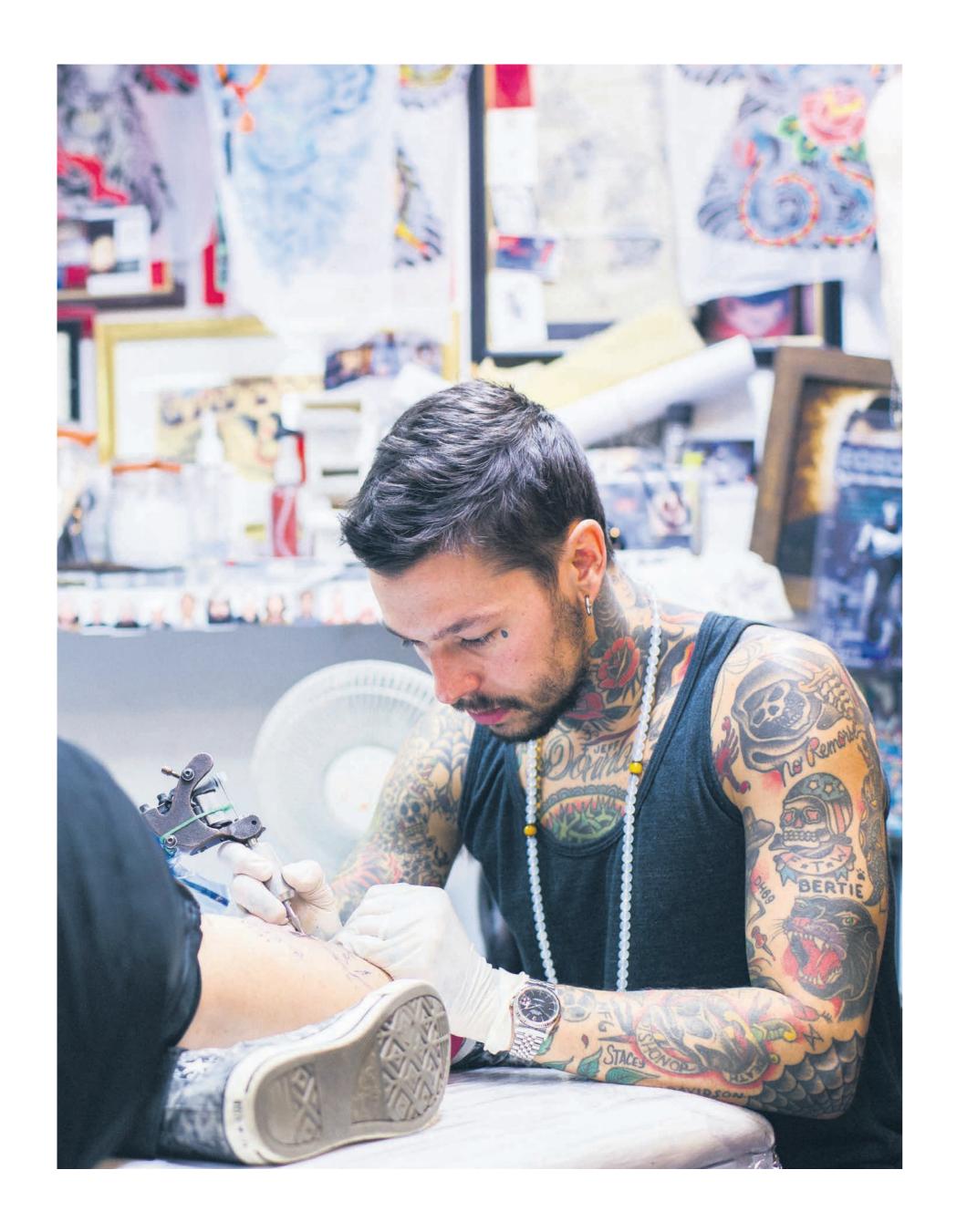
Situated in the heart of Soho, they offer custom work from a variety of award winning artists who are leaders of their fields in their respective styles. Emiliano, Stefano, Jordan, Oliver, Lee, Miles and Jordan Baxter turn out only the highest quality tattoos. They have had the pleasure of having renowned guest tattooists such as Wido DeMarval, Alex 'HOLY FOX' Reinke, Thomas Hooper, Eckel and Amanda Toy, to name but a few.

This is the place to go whether you are considering a small piece of art on your body or you want to wall paper your self with a whole Japanese body suit.

18 Frith St. London. W1D 4RQ +44 20 7734 8180

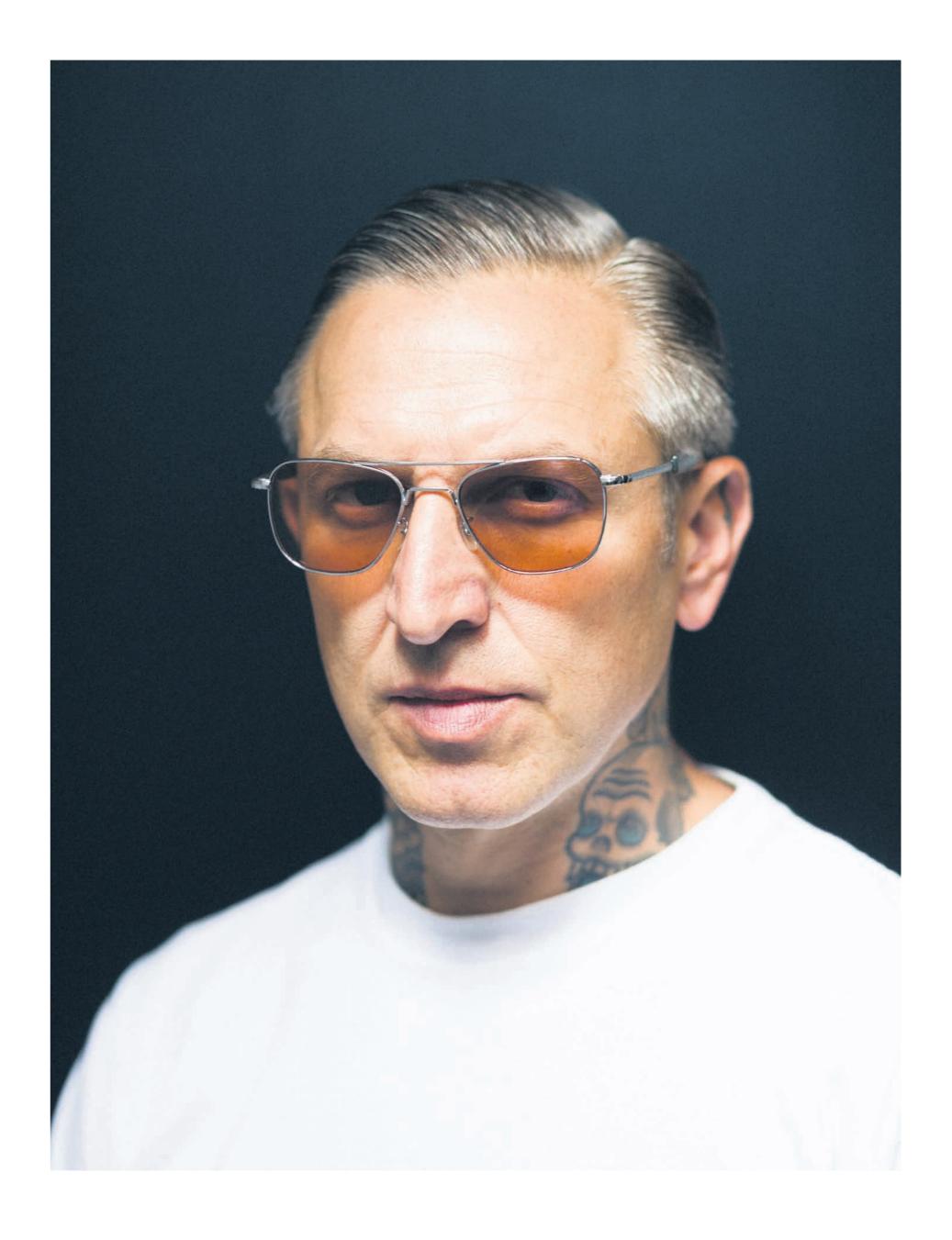


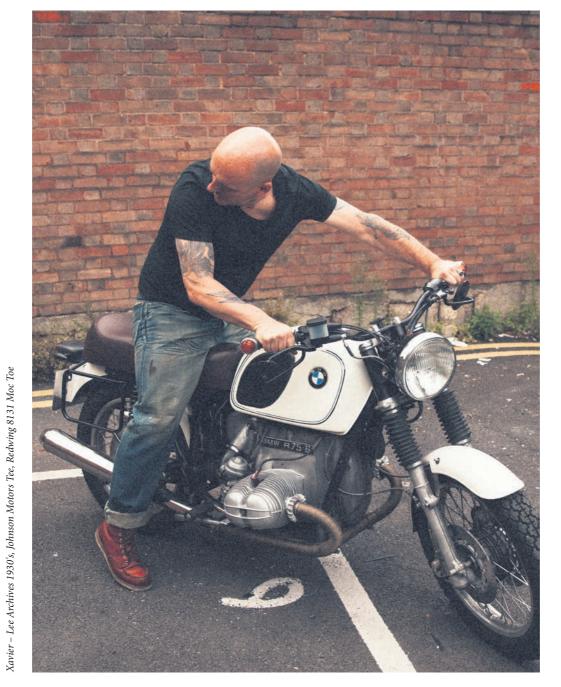












 $Xavier\ Padovani\ -\ spirits\ (booze)\ guru\ -\ seriously!\ www.orfeusltd.com$



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