



RIALTO  
JEAN  
PROJECT



# RIALTO JEAN PROJECT

*denim. doing. good.*

**Spring/Summer 2018**





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**Meet RIALTO JEAN PROJECT:** an eco-friendly, philanthropic denim brand specializing in hand-painted, one-of-a-kind vintage product.

Handcrafted in her art studio at South Street Seaport in NYC, Rialto Jean Project counts top fashion editors, A-list actors, musicians, and supermodels among its steadily growing customer base.

Founder and Creative Director Erin Feniger sources rare American-made vintage and, along with her team, personally paints and embroiders every single piece, thus creating a unique, fashion forward experience.

Rialto Jean Project benefits children through art, with proceeds going to support innovative art therapy programs at children's hospitals. Art therapy helps young patients find a sense of hope, self-esteem, autonomy, and competence in their healing process. The Rialto Jean Project charitable platform 'Denim Doing Good' exemplifies the company's work and dedication to this cause.





**Basic Boyfriend**



**Specialty Star Boyfriend**









**Garden Boyfriend**



**Paint Patch Boyfriend**



**Basic Overall**



**Specialty Overall**



**Basic Denim Jacket**



**Sweatshirt**







**Embroidered Military Pant**



**Embroidered Tuxedo Boyfriend**





Denim Skirt



Back Stripe Boyfriend



**Specialty Floral Denim Short**



**Basic Short**





Because of the Brave Camo Jacket



SADE





Embroidered Panel Boyfriend



Love Jean



**Specialty Floral Denim Jacket**



**Specialty Stitch Denim Jacket & Converse**





## **Meet the Founder**

### **ERIN FENIGER, FOUNDER & CREATIVE DIRECTOR**

**“Growing up in a philanthropic Midwest family, I learned the value and importance of giving back at a very young age,” says Erin Feniger, Founder and Creative Director of Rialto Jean Project. Feniger moved to New York in her early 20s and was immediately immersed in the fashion, art, culture, and charitable spirit of the city, where she forged a solid career in philanthropic project management.**

**In 2008, she moved to Venice, California, where she was drawn to the warmly articulate and uniquely creative Abbott Kinney community. “I began painting after observing a local artist friend and immediately felt the incredible soothing effects that painting, imagination, and creativity could provide,” Feniger says. The keen brush strokes on the jeans of an artist, between her canvas and her palette, were the inspiration for and natural beginning of Rialto Jean Project.**

**“Rialto Jean Project is truly a labor of love; my aim was to heal others, and in turn, the process has healed me.” Denim Doing Good is not only her philanthropic mission and platform; it is the foundation for her own ever-growing personal journey.**