

Korra Jeans collaborates with M. Patmos for launch at New York Denim Days Festival

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Indian denim brand Korra Jeans has collaborated with the American womenswear brand M.Patmos on a capsule collection of denim that is set to launch at the New York edition of the [Denim Days](#) Festival.



Korra Jeans' minimalist denim

Korra Jeans has created a line of Indian-made denim separates including loose capri pants and smart-casual blazers with M.Patmos. The international collaboration will launch over the weekend as it will be available for pre-order at the Denim Days event. The collection will then launch on M.Patmos' e-commerce store. M.Patmos, the clothing label founded by Marcia Patmos, opened its first flagship store in Brooklyn, New York, last year. The brand retails modern and minimalist womenswear.

Korra Jeans, founded by Shyam Sukhramani in Delhi, offers bespoke jeans that are produced by its team of specialised tailors. As well as offering measuring for jeans in-store, home visits are also possible. Each pair of jeans is signed by the tailor that made them and the brand also uses eco-friendly packaging.

The US edition of Denim Days Festival will take place from June 8 to 9 at the Metropolitan Pavilion in New York and will feature a total of 75 denim brands from around the world. The event will include product launches and brand showcases at its Denim Venue and 18th Street Festival as well as workshops and refreshments. The Denim Days Festival will take place in Nashville, US, from October 5 to 6 and in Amsterdam, the Netherlands, from October 21 to 27 this year.

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