

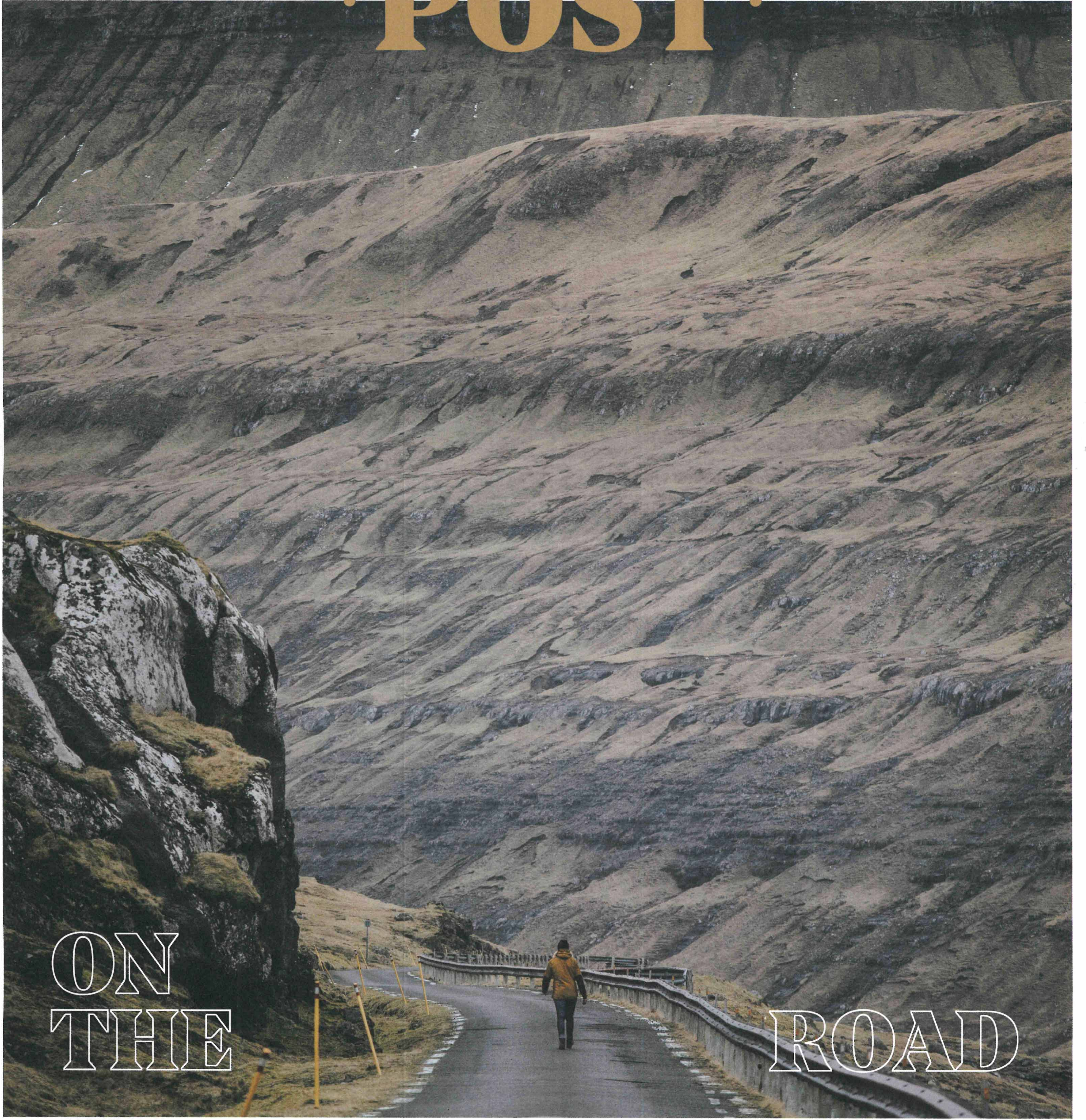
NO. 6

ON THE ROAD ISSUE

RED WING POST

@REDWINGHERITAGE

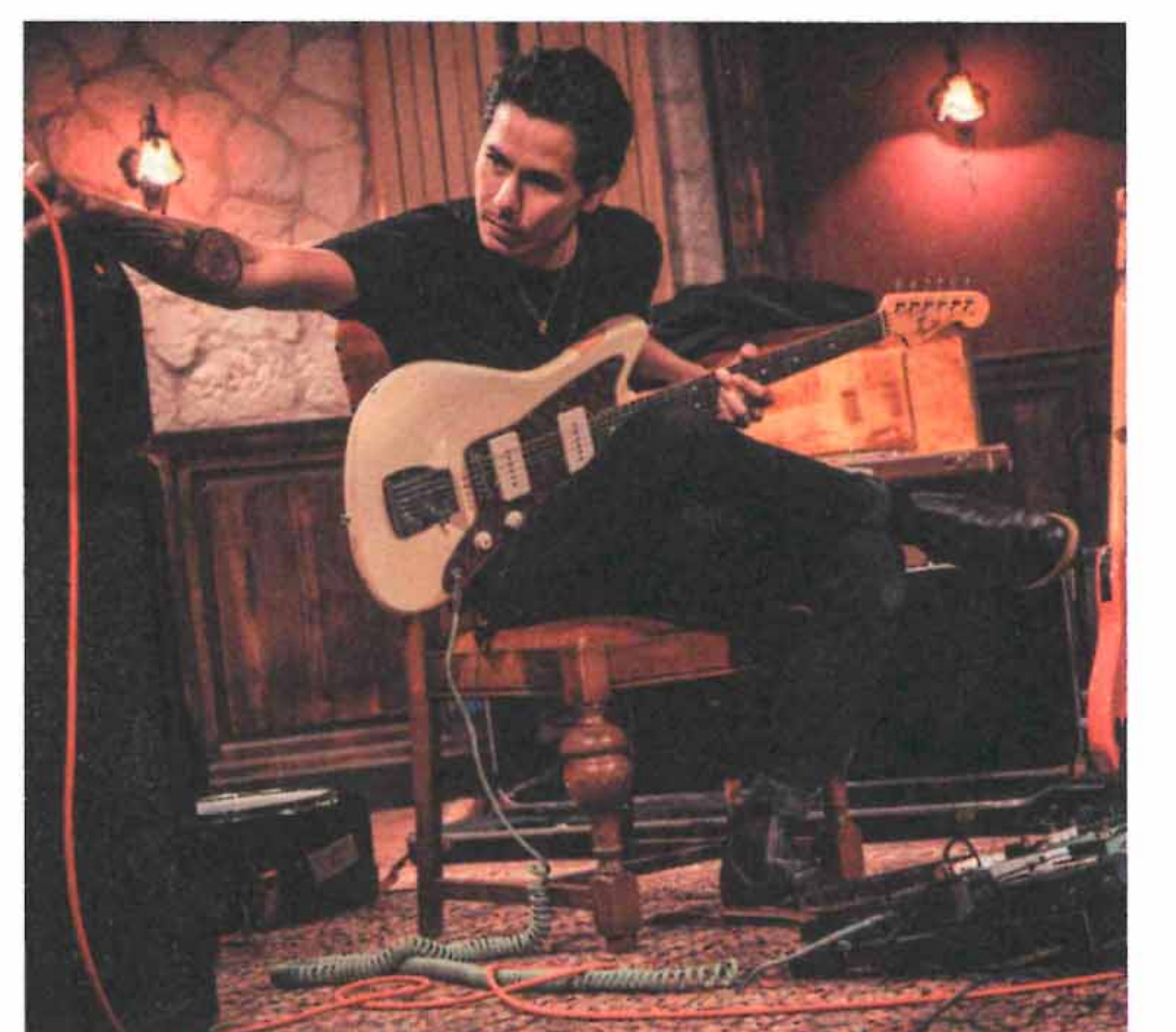
RED WING SHOES



DOING WHAT WE LOVE



HIT THE ROAD



WHEN THE LIGHTS GO OUT

BLUE BLANKET

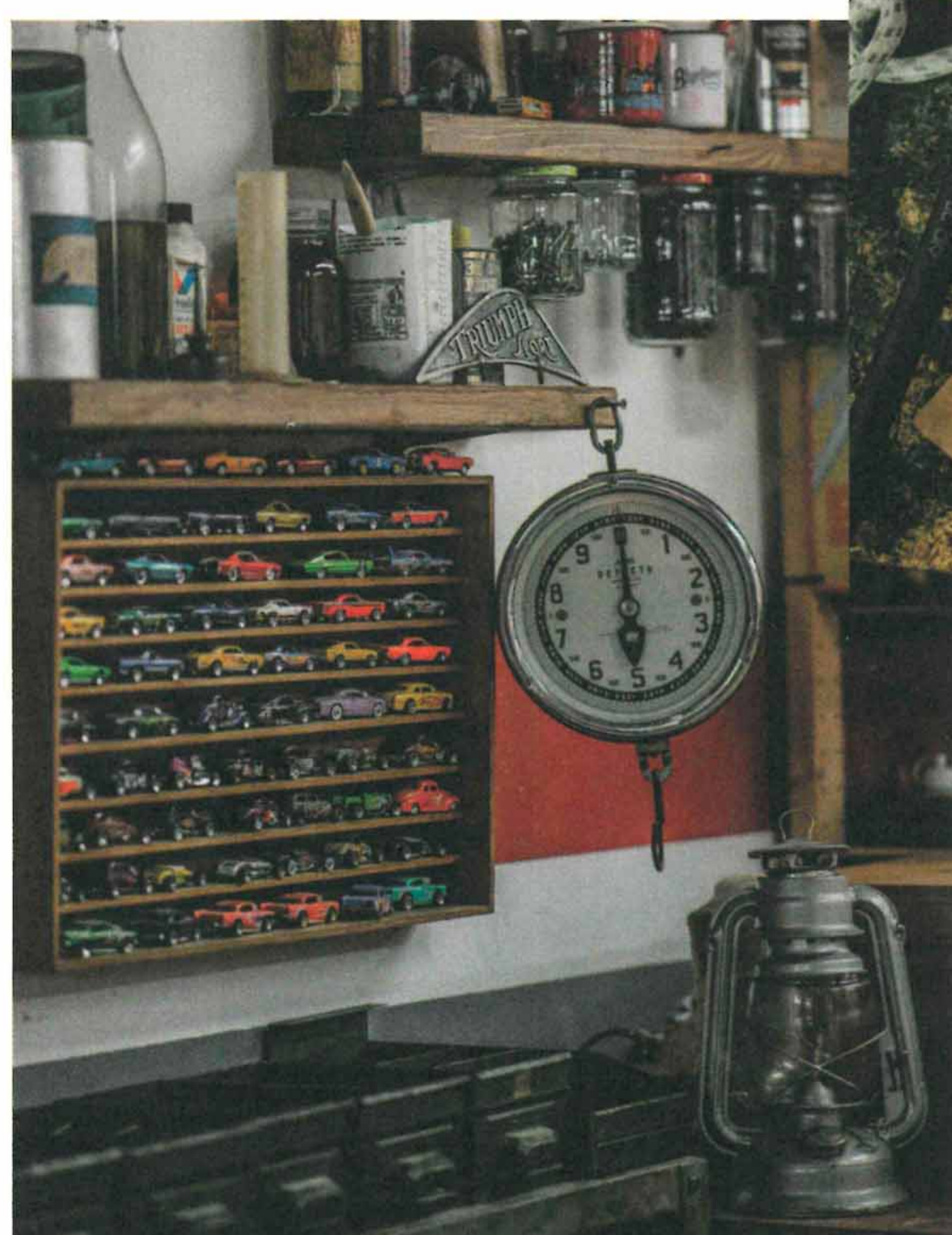
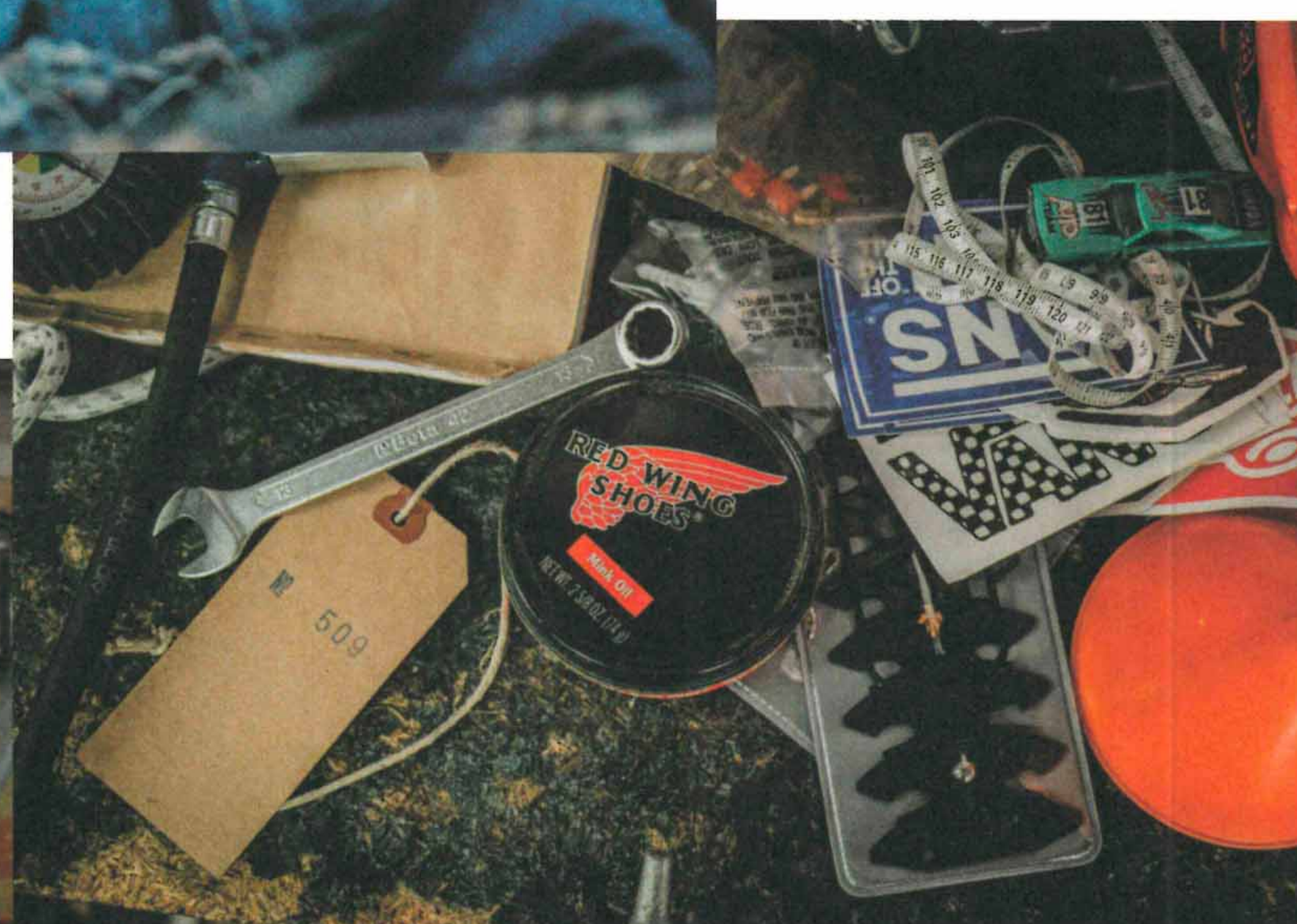
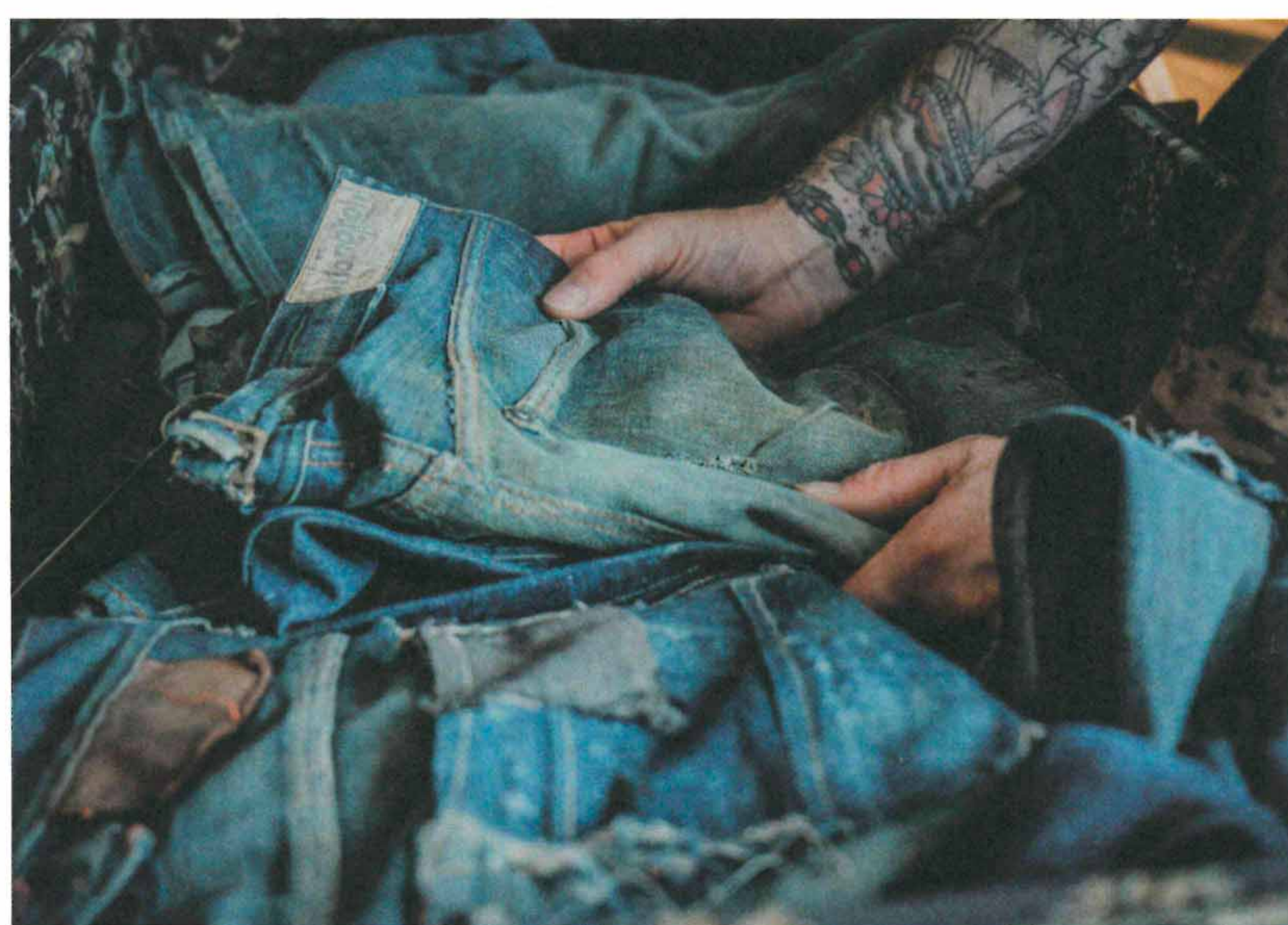
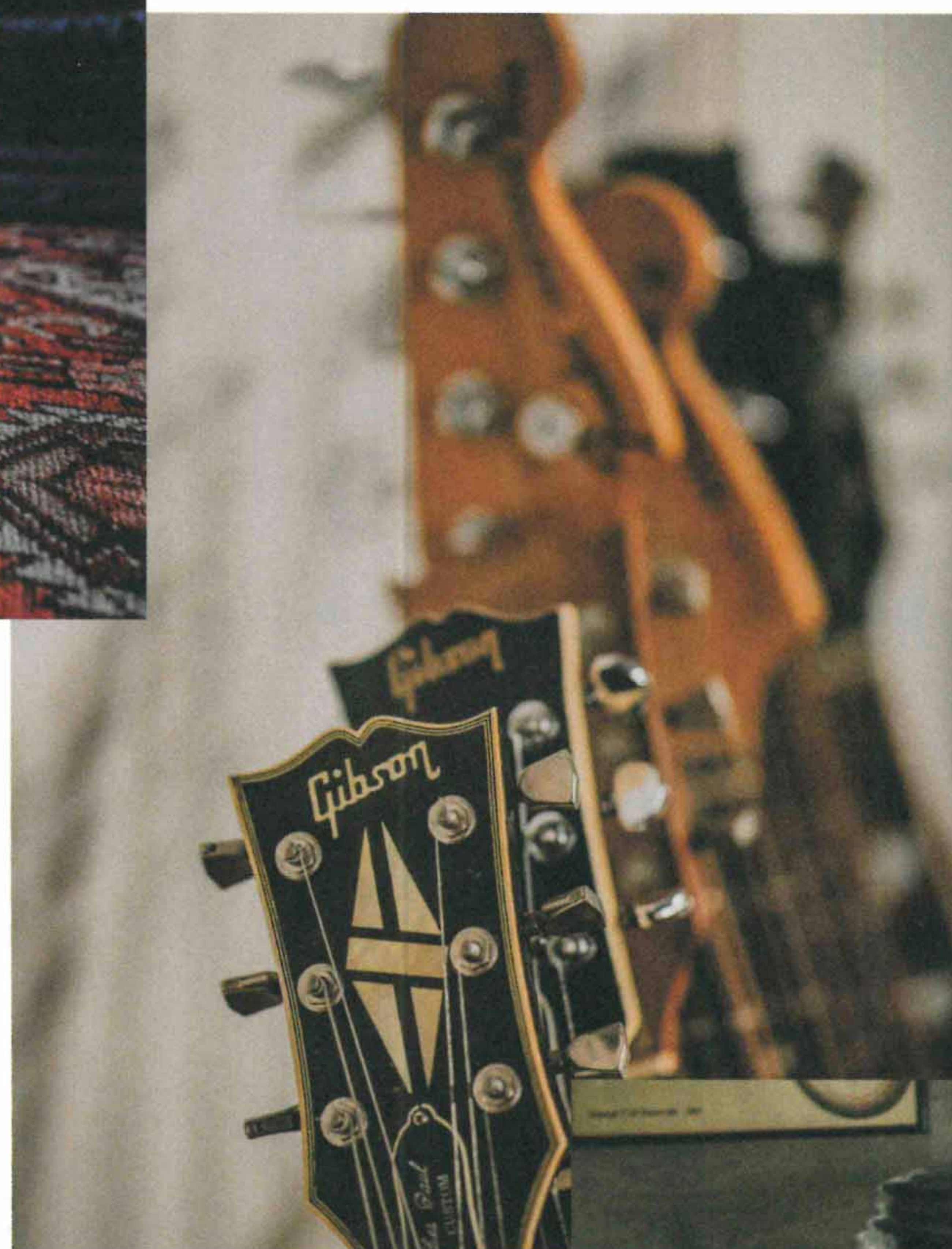
BLUE

BLANKET

BLUE JEANS ARE A SERIOUS THING...

PHOTOS MARCO SVIZZERO

RED WING POST



THE ESSENCE OF BLUE BLANKET IS IN THE FACT THAT IT IS INSPIRED BY WHAT WAS, THE HISTORY OF AMERICAN DENIM

This is a story of Antonio Di Battista and his beloved denim. It all seems clearer once you enter his studio. The right mix of talent, humility and knowledge have led Antonio to be known as one of the greatest denim experts in the world.

His studio with a collection of over 3000 items of historical interest and its fragrances and colours bring you right back to the past. And in these surroundings lies a real passion that led Antonio to create his highly respected and successful Blue Blanket brand. 15 years of experience as a product manager at a well-known Italian company and subsequently for various European Brands, Antonio felt the need to create a product that is representative of the research culture behind it.

The essence of Blue Blanket is in the fact that it is inspired by what was, the history of American denim. His jeans are made with selvedge fabrics of Japanese and Italian production and

are manufactured in Italy where there is a known and respected lifelong tradition linked to tailoring and quality craftsmanship.

The most prestigious ingredients are used and the final result is the "perfect fit". A fabric made with antique looms and impeccable manufacturing distinguishes 'Blue Blanket' from any other denim brand in the world. The aim of the brand is to make products without considering the trends that the market requires, and to make a product respecting all the rules, staying true to the history of denim and the steps that were first taken.

"I consider Blue Blanket a service for all those looking for a product that meets all the standards that a pair of jeans of the past once had.... Blue Jeans are a serious thing...."

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