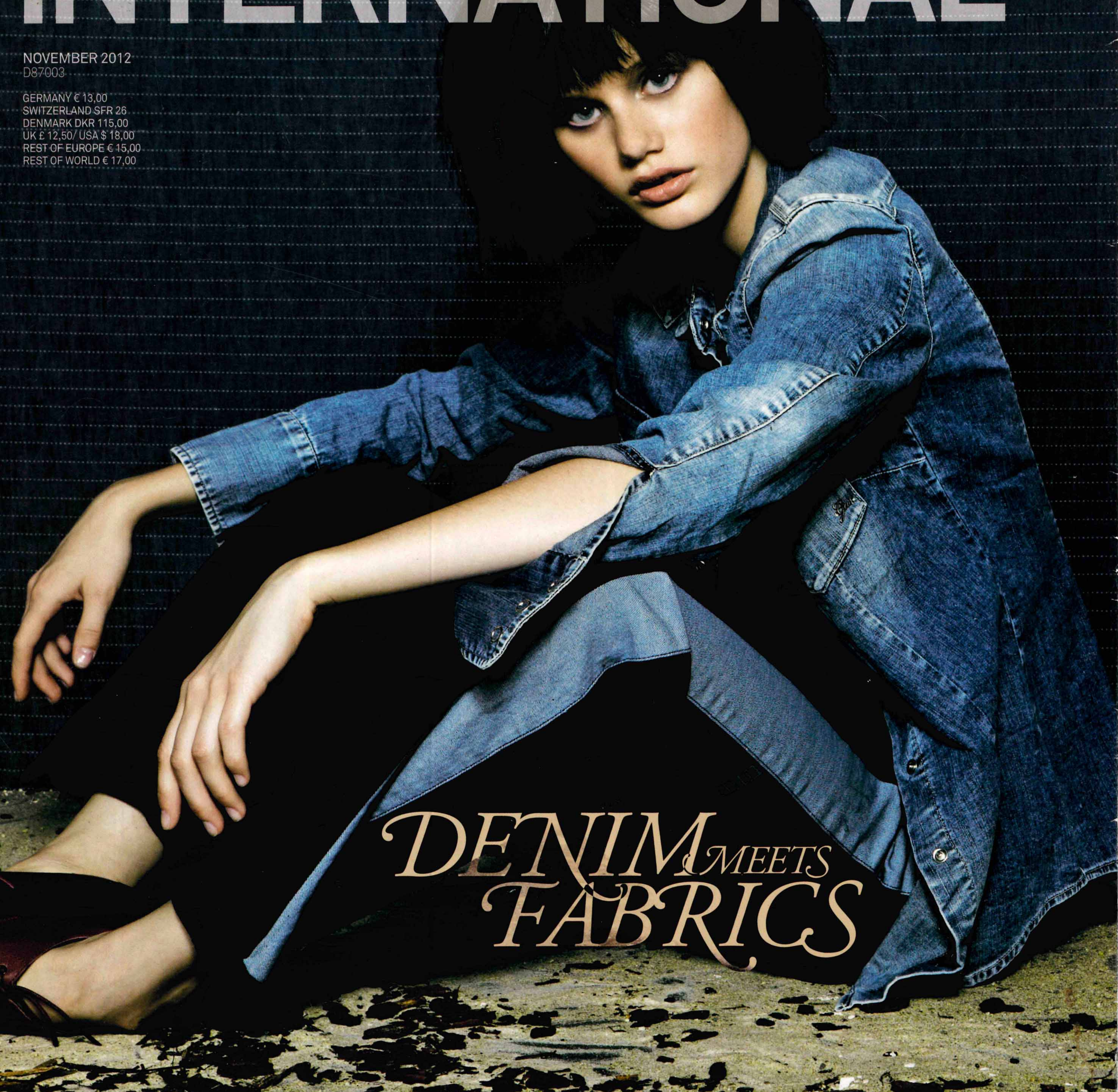


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*DENIM MEETS
FABRICS*



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THOSE WERE THE DAYS

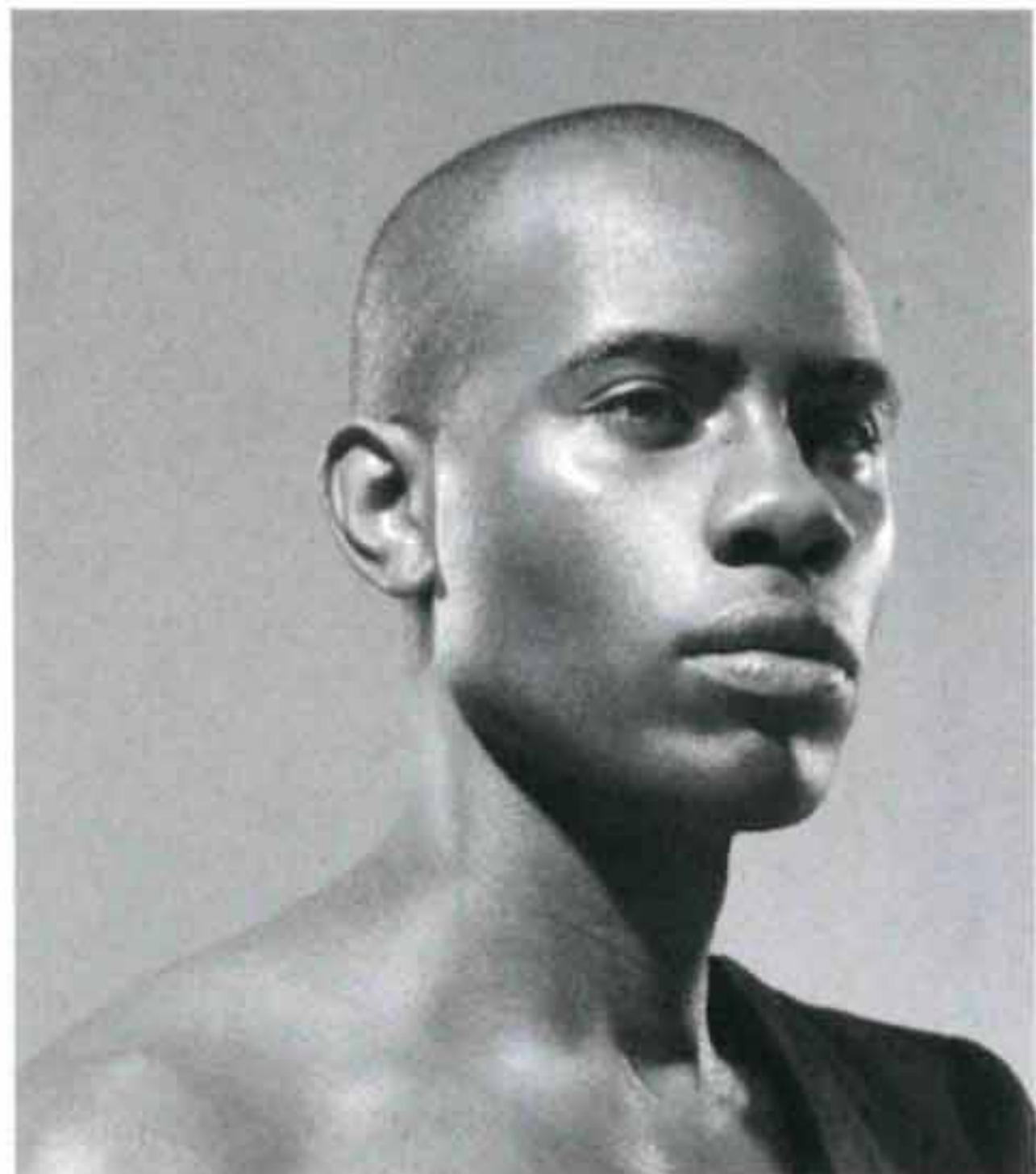
WHO REMEMBERS THEIR FAVORITE DENIM STYLES DURING THEIR TEENAGE YEARS? WE ASKED EXPERTS WHAT THEY LOVED WEARING AT AGE 15.

**YA-EL TORBATI, CREATIVE DIRECTOR,
RAVEN DENIM, LOS ANGELES**

At 15, I was living in New Orleans. I would scour the thrift shops in the Quarter for the most worn-in men's vintage straight leg Levi's. The small sizes were hard to come by so belts were a critical component since they didn't really fit me in the waist. I'm pretty sure I thought I had the most amazing belts.... A black top and black Docs finished off my New Orleans teen uniform!

**CLARENCE RUTH, DESIGNER,
COTTE D'ARMES, NYC**

I was that age during the 1997-98 year—I recall design houses like Ralph Lauren, Tommy Hilfiger, Nautica and Timberland producing outside the box—innovative, different. They worked for me, they stood out. Those Ralph Lauren jeans that I encountered so many years ago touched me—they accomplished the simple things like catching someone's attention; they were something special, something memorable. I loved wearing them.



**ANTONIO DI BATTISTA,
FREELANCE DESIGN CONSULTANT, PESCARA**

I remember I truly loved wearing jeans since I was a young kid. My uncle was often traveling to the US and often brought me some he had bought there as a present. Everything started from a pair of Lee jeans he gave me in the early 1970s when I was a teenager and I remember well they became a sort of Linus' blanket for me. They had become a part of me and when I wasn't wearing them I felt uneasy. That pair of jeans—and all the others that followed—are all kept in my wardrobes and are part of my personal story. Today it is still like that. When I wear a pair of jeans for the first time I write on the inside of the pocket the day I started wearing it and—when I stop using them—also that date. When I have to do something important I wear a pair that reminds me of some beautiful period of my life and I immediately feel at ease.



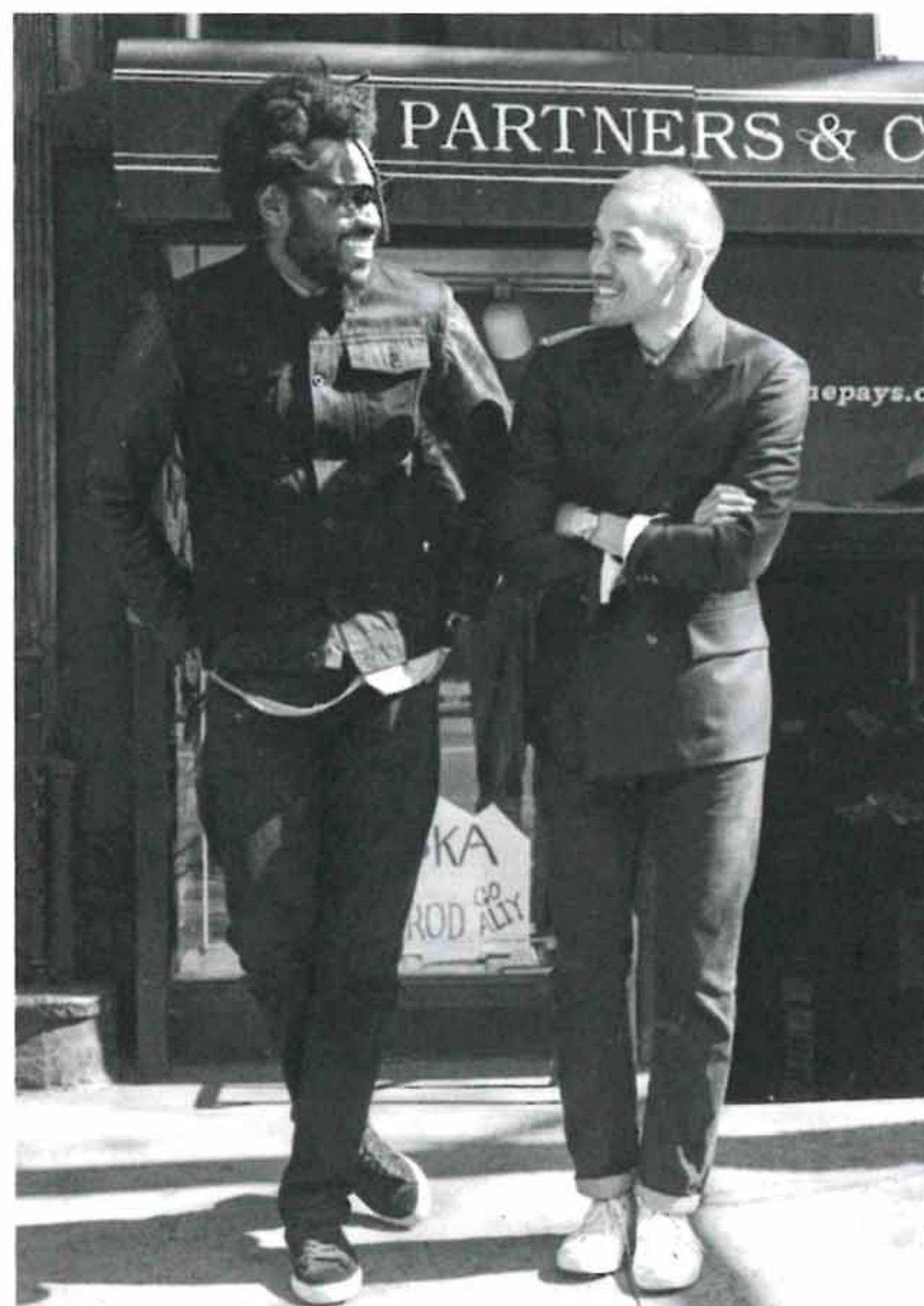
**CHRISTIAN BRENNENSTUHL,
OWNER, AMORPH, BERLIN**

I loved my Pash Jeans. They were washed blue and extremely wide. Worn with a pair of Air Jordans IV and a NFL football jacket made me the king of the streets.



**ROMINA CAPONI, DESIGN
CONSULTANT, MILAN**

When I was 15 (around the beginning of the 1980s) I always liked to wear super stonewashed bell bottom jeans all broken on the back and with big patch back pockets covered with the US flag fabric applications. I don't remember what brand they were—probably Wrangler or some special edition model by Levi's—but I loved to wear them when I went to school to show I felt like some kind of Californian artist. I liked that sense of freedom they gave me.



**MAXWELL OSBORNE & DAO-YI CHOW,
DESIGNERS, PUBLIC SCHOOL, NYC**

Osborne: Guess jeans because I liked the little triangle on the back pocket.
Chow: Girbaud jeans because at that time you wanted people to know what label you were wearing.



**ANITA TILLMANN, CO-FOUNDER,
PREMIUM EXHIBITIONS, BERLIN**

Levis 501s were a status object—and the ultimate when it came to being cool!