

## **DRY DENIM™**

The ever-elusive dry handfeel of vintage denim. I've always looked to American vintage denim for inspiration, but reproducing the texture and unevenness found on those jeans is extremely difficult and is something I've worked on for many years.

The tight fabric weave characteristic of vintage denim is typically a result of exposure to dry weather or repeated tumble drying. Denim that has soaked up its environment and has been shaped by the lifestyle of its owner...could we even reproduce damaged denim like this? We engaged in a lengthy trial and error development process with one of our longtime fabric manufacturers to find out.

The method we arrived at involves a special treatment that removes the oil content from the fabric. This process has an extremely high shrinkage rate that cannot be controlled, and is a difficult technique that is not normally used with natural fibers.

The result of these countless tests is a denim fabric with a firm, tight weave, that is dry with incredible depth. Each unique pair varies slightly in handfeel, color tone, and sizing. We'd love for you to come by our store and compare each piece side by side, just like shopping for a pair of vintage denim.

Although DRY DENIM™ has yet to be introduced to the visvim collection, we've prepared a few special pairs that will be available for purchase during the denim exhibition currently being held at the visvim flagship store in Omotesando. For those in the area, please come by and see what we've been working on.



*Social Sculpture 01 Slim Dmgd*



SS 101 JKT Dmgd