

Journal *de* Nîmes

N° 2

THE LABOUR ISSUE

SUMMER/AUTUMN 2009

THE PRINTED PAPER FOR
A DENIM INSPIRED BOUTIQUE
WWW.TENUEDENIMES.COM

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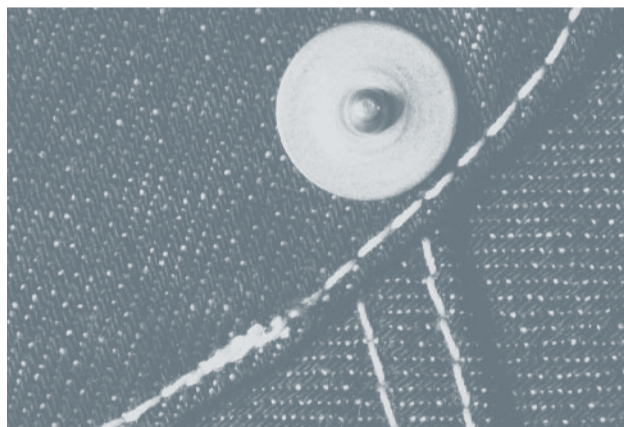
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La Boutique



To us, the most fascinating aspect of jeans is that the garment is worn by practically everybody in the world. This assumption became the starting point of our store. Denim goes beyond social classes, race, colour, political views and it unites people from all sorts of beliefs. American President Obama wears jeans as well as the grocer at the corner of the Elandsgracht in Amsterdam. When we started Tenue de Nîmes in November last year we wanted to create a denim heaven for anyone. Not just premium, cheap, workwear, or basic stuff - but a pair of jeans for everybody. Whether you are in need of a basic well priced 5 pocket jeans or a high end slow production version, Tenue de Nîmes should be the place to get it.

Well, after almost 8 months we can proudly say that we received jeans issues in all kinds of appearances. Whether it was this fantastic old man of at least 85 years old who wanted a new pair after wearing his last jeans for more than 25 years, or a twenty-seven years old denim freak who was looking for the Momotaro copper label, it both fascinates us equally. That's why our denim wall will consist of a wide range of brands, fits and prices for both men and women. We offer Denim Demon, Lee jeans, Ijin Material, Levi's Red and vintage, Nudie Jeans, Momotaro and G-star.

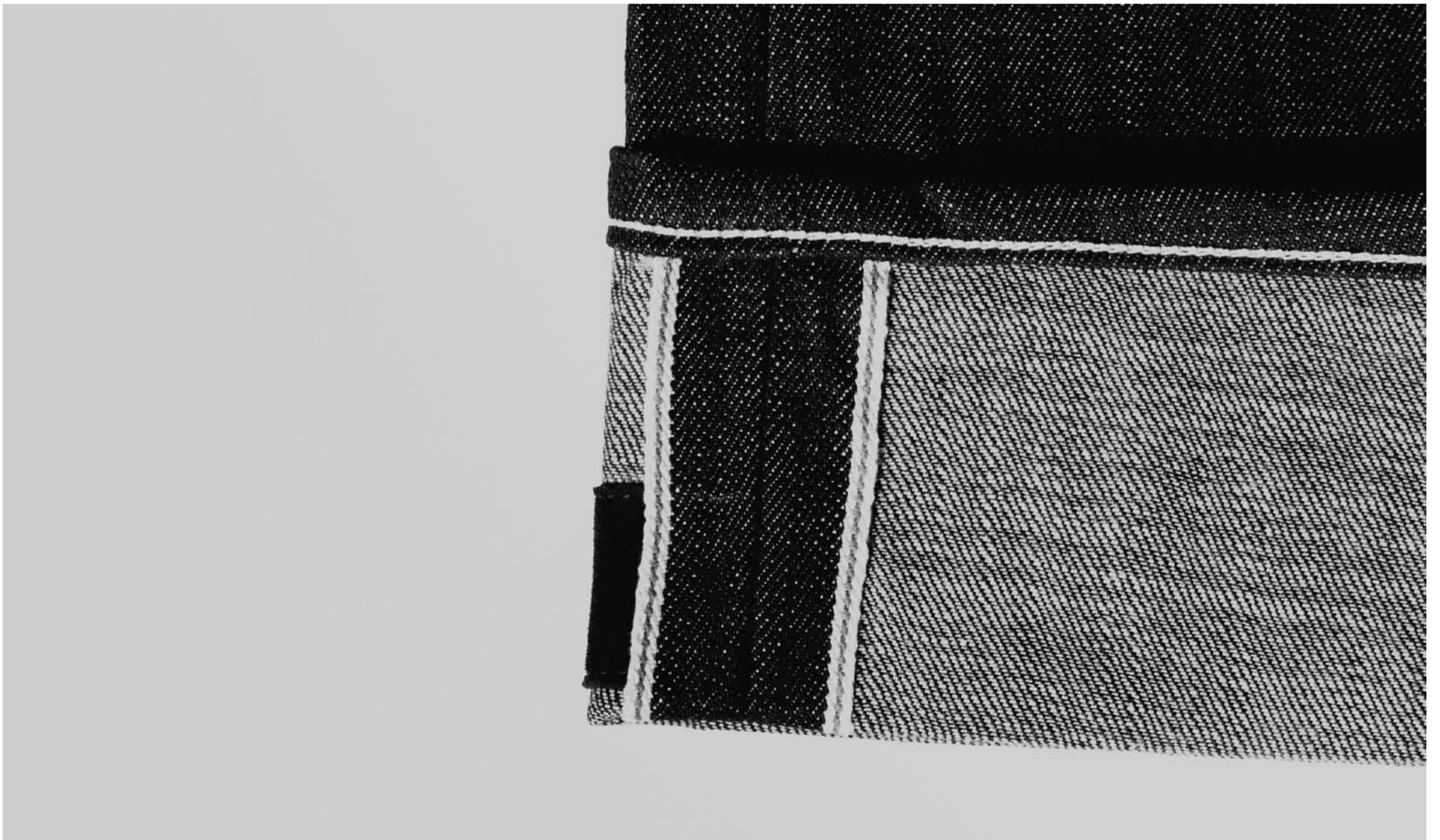
Beside the brands that we sold since the opening, we would like to announce that Acne jeans is added to our jeans wall recently and some extraordinary Japanese stuff will be presented soon as Full Count. Thanks to our friend Samuel we were able to get in touch with Mister Freedom, who will soon be represented in our boutique. From a nostalgic perspective we added Gerard Backx' Atelier Ladurance, since that is the brand where it all started for us almost ten years ago. For the true collectors out there we received some amazing 10 year anniversary Levi's Engineered jeans that came in two styles. The first one is a selection of 12 out of 549 remakes of the Engineered jeans from a decade ago. The second style is a copy of the jeans that the Levi's

designer was wearing when creating the anniversary jeans. We only have two copies of this master piece of the 90 pieces in total world wide. At last, we would like to take this opportunity to announce that Nigel Cabourn is our latest treasure that we added to the collection. Cabourn is a man that produces jackets and apparel in a 2.0 way. The designer gets inspired by military and expedition apparel from the 40's and 50's and he only uses original fabrics that serve the obsessed. Well we are, I believe. And you'll be soon. The first NC drop is in August.

The past few months learned us of course about things we did not expect when we started. Such as the fact that we need two more of those enormous dressing rooms because a waiting line in front of it is something you do not wish for all the time. Although trying on a fresh pair of jeans in a small kitchen might be something you have never done before. And what about the discovery that there actually are cool mannequins to show your collection. After meeting with Stockman Paris in Berlin last July we saw the most elegant, vintage Stockman's that would make every dress look like instant princess material. Naturally we have a lot to learn and who knows it all from the start? So keep sending your cool suggestions, keep on writing us about your denim issues and keep smiling when you just treated yourself on a new pair of jeans or the dress you always wanted. That's why we do it, that's what we will keep on doing it for. Thank you! Menno, Rene and Joachim.

Menno, René & Joachim

***"...This simple selvedge line,
the key identifying detail to specify
authentic from fake..."***



Thin red line

A denim lecture by Philip Goss, IJIN Material

(part 2)

In Journal de Nîmes N°1 we published the first part of Thin Red Line by Philip Goss in which he gives his view on denim history. Because the piece is as interesting, as long we decided we had to present it in two parts. In this Journal we published the second and last chapter of this unique jeans lecture.

Despite the efforts for brand recognition with fabric constructions, one factor remained uncontrollable: The human factor. The denim clad, labour worker would never be seen in denim overalls in his freetime. This would take a war and the emotion of protest to change that. Add to this the growing Afro-American population that considered denim as a cloth linked to connotations of slavery and a whole new picture starts to build. A myriad of denim products, all referring to the same item, never truly retailed as the same offer nationally, nor sold to the same generic customer, would have to move more closely with the times.

Many common details of commercial denim products became suddenly amended as the U.S. entered the war zone with Europe. By 1940 strict government ruling forbade the use of unnecessary ornament on jeans and the consumption of valuable raw materials, in order to help the war effort. Copper rivets disappeared totally again, but temporarily this time. Steel rivets took on a copper wash to disguise their absence. Also temporary was the legendary 'painted stitches' jean. The arcuate stitch branding which was considered an essential but superfluous decoration. It was painted on the pockets of wartime Levi's instead of stitched to retain brand identity. Obviously this disappeared forever after wearing

and washing a couple of times and therefore this model 501 enters the denim history books as most treasured and rarest ever edition (Go save for a pair of unworn 'pliers pocket', Amoskeag era legs from 1875). Recently Japanese companies, such as Evisu, appropriated the concept of valuing temporary life, by offering the option of hand painting a not dissimilar brushstroke arch on the back of the otherwise blank jeans. Up to 1942 the front fly was also rivetted. This became the victim of both the war effort and mythological complaints of 'hot crotch' amongst cowboys, used to crouching near fires at night out on the range. This however was totally abolished. A further permanent victim of wartime was the backstrap 'cinch'. This never returned to post-war Levis. At least for the time being. Until reissue mania struck in the early 90's. But that comes later.

In mid war climate rodeo celebrities were hired to endorse products and even to revise leg fittings. That became a more important factor as denim emigrated from a sharecropper image into a developing lifestyle arena. Lee hired the services of rodeo star Turk Greenough to update the 101 'cowboy pants' to a contemporary slimmer fitting. As well as slimming the leg he added a slight kick flare to partially covered his boots. They had

already been trademarked as 'Riders' in 1936 and because of the refit were also being referred to as 'Bootcut jeans' ('Pimp my Riders' - anyone?).

By 1945 they also showed-off a new generic Lee pocket stitch line (The Lazy S) said to resemble the shape of the horns of a longhorn steer. Now the arcuate stitch had head-on competition. This product re-fit quite simply rendered the original hair-on-hide. Hot iron branded original cowboy pants with its high waisted U-shaped saddle crotch extinct and henceforth became more valuable. Wrangler, up and coming in the meantime, had hired the sartorial services of one Rodeo Ben. His very own contribution to the longevity of leather livery was the plastic label, which claimed to not stick to saddles.

Bikers, freshly de-mobbed, traded one uniform for another. They went from the green for the blue. Levi's, teamed with a black leather jacket, was baptized a post-war uniform unexpectedly. Then got certified by the (in)famous 1947 Hollister Riots, when a group of ex-servicemen on Harleys got trashed on liquor and a jobless future hit the National press with a paparazzi vengeance. Later still the same story inspired The Wild One movie of 1953, in which a youthful Marlon Brando flew the flag for the Levi's 501's camp and one

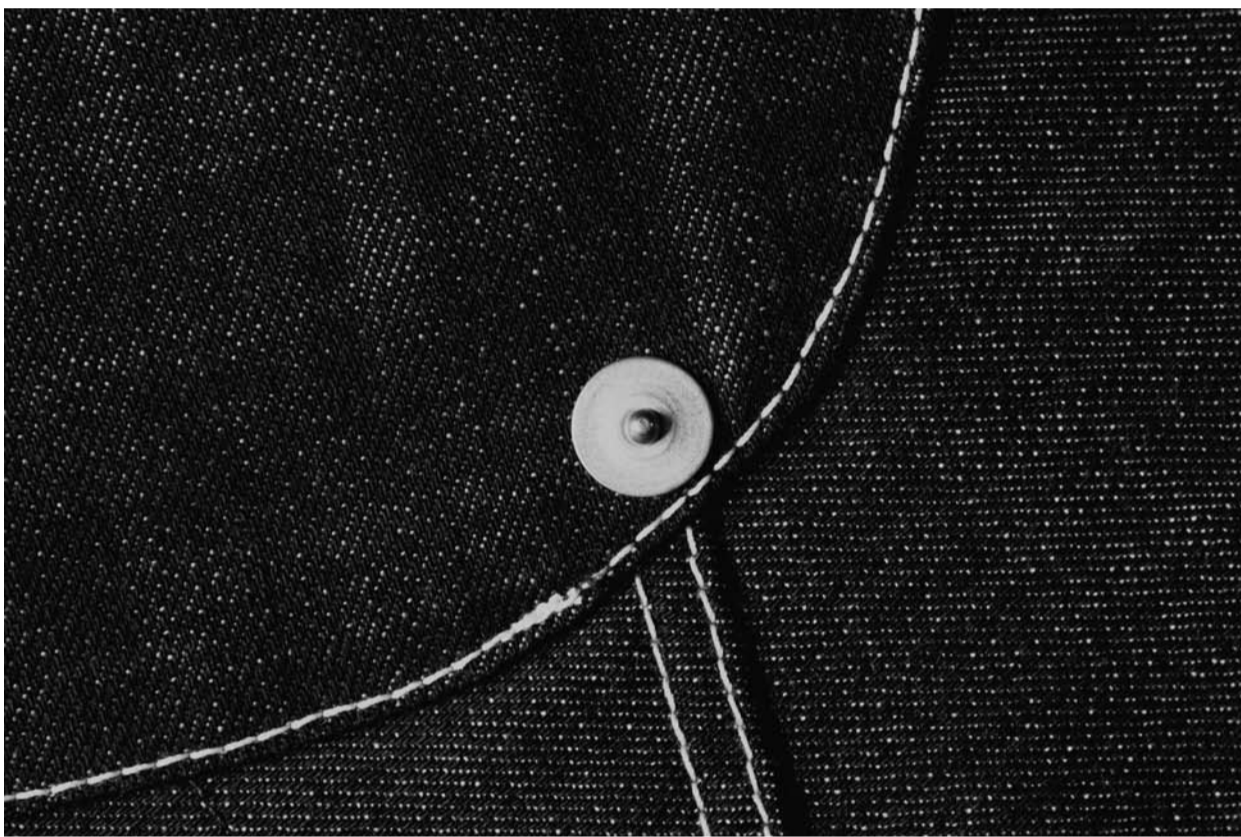
year later upstart James Dean counter attacked as star of Rebel Without a Cause wearing Lee 101's. Off screen, however, he was said to wear 501's. Denim had gone national, nurtured an image of rebellion and schools banned the outright wearing.

By 1950 Lee started to incorporate a one side selvedge on jeans which gradually disappeared altogether, due to the uprising of the teenage orientated 'drainpipe' jeans. End 1950's and the ubiquitous Levi's leather label became out of favour for an 'updated' leather-look paper card waist label, ready for the advent of the modern age - the 1960's.

Wrangler, which had since become the archetypal rodeo brand even traded its very own trademark folded and felled inseam for an open busted seam, because of complaints of chafing on the advice of its very own exponents: The cowboys. Slowly the heritage of denim was decomposed and resembled an unplanned post war marriage of workwear utilitarianism to a growing public audience indicting indigo with the subversive. Then, with modernity beckoning, this robust 'denime' cloth deviant did the unthinkable and set foot in the world of fashion. And why not? The original French "Serge de Nîmes" was originally a twill blend of silk and wool. Jump two decades and jeans are in mourning.

Forget the disrespects dealt to denim in the unisex 70's, authentic denim was now singing a swan-song and facing extinction Cone mills. The traditional suppliers of Levis narrow-loomed slubbed ring spun denim now dyed with reactive and not natural indigo. The denim was identified by a thin red line as a standard cloth since 1915 and more recently sold 'skewed' to prevent leg twisting. Unfortunately they decided to phase out commercial production of its historic selvedge denim in 1983.

This simple selvedge line, the key identifying detail to specify authentic from fake, which had ironically displaced the copper rivet - the original company raison d'être - was killed off in order to 'upgrade' production. Cone mills had decided to increase its weaving output by installing 58'-62' looms powered by compressed air which blows the weft thread across the vertical warp at high speed and is then cut. This process produces an inferior fringe, but quick selvedge. It replaced the mechanical process used in narrow loomed cloths. In there, a weft yarn housed in a torpedo shaped shuttle is passed across the warp and then woven back into itself as it passes in the opposite direction. This creates a 'self edge' to the cloth which prevents it unraveling. This was the self same selvedge (or selvage) which became personalized by a colour



thread to identify client specifications and guarantee an authentic product. Originally the cloth would have been woven on shaky wooden frames, with a noisy mechanical action in which the wooden shuttle was literally hammered back forth across the yarn bed.

The legend describes that on days when it may have been raining, these looms would produce denim with a different tension and even of a different width, because of the wood expanding with the moisture. Other days, they simply did not work at all. They also produced irregular surface denim due to the combination of slubby yarn qualities used from ring spinning yarn types, combined with the regular replacement of the shuttle every few yards. Basically, selvedge denim can only be woven on narrow looms. In the denim world this so called upgrade from cloth weaving into fabric production, has been universally acknowledged to be the worst industrial decision ever taken.

So what became of these narrow looms, which had woven authentic, slow production denim for over a century? Moreover, what to do with the stocks of 'old fashioned' selvedge jeans that were still left in commercial circulation? The key reason behind the recent growth of Japanese denim labels, now called the 'premium

market' is because of a taste for the nostalgia of the 50's and the glut of 'Americana' left behind from the second world war, which had become absorbed into everyday life. And not forgetting the fact that many small companies had spotted a big gap in the jeans market and proceeded to buy or brush-down old narrow shuttle looms, to produce their very own specification 'vintage' denim. Many of which were bought for tuppence in a Hong Kong back street. Streets that Cone used to walk in. Soon Japan became the global mecca for both domestically produced 'repro' denim as well as selling 'deadstock' selvedge Levi's. So, had the Japanese ironically won a war of a different kind? Had livestock been created from deadstock? The future of jeans it seems, was actually in the past.

Surprisingly then, the words 'Japanese' & 'denim' are automatic guarantees of the Real M'Coy. Unsurprisingly however, there is even a repro vintage label called this. Faithful to the end, Nipponese jeans are often more original than the original. With an inherent nature of the artisan in the blood, the Japanese understand more about producing 'slow denim' than the Americans from whom they inherited the idea. From the hand-produced organic indigo hank dyed yarns to the common use of long staple Zimbabwe

or Cameroon cottons, revered for their single harvest growing technique and fair trade sentiments, the market for authentic denim has permanently passed proprietorship to the East. Studio D'Artisan, set up in 1982, were one of the first companies to embrace all these elements when they set up production in the traditional cotton weaving Okayama prefecture, which has now become the home of vintage repro denim in Japan. Former vintage jeans buyer Hidehiko Yamane created the Evis brand and set up business in 1991 in the same area with an initial output of just 14 jeans per day. Legend has it that he had bought up original Cone looms to reproduce the precise cloth of the 501. It is an unconfirmed tale which is hazed in modern day denim mythology and the new definitions which surround the humble red selvedge or 'aka-mimi' as we know it today. Many of these domestic labels will have an uncertain future in the Western market however. In spite of their very own purity, it is pretty much guaranteed that they will never take-off commercially simply because many do not have enough significant back pocket decorative branding. Not enough ornament. But one thing is certain - the global standard for denim production is now set by Japan whose techniques are now much in demand back in the US, where old looms have been

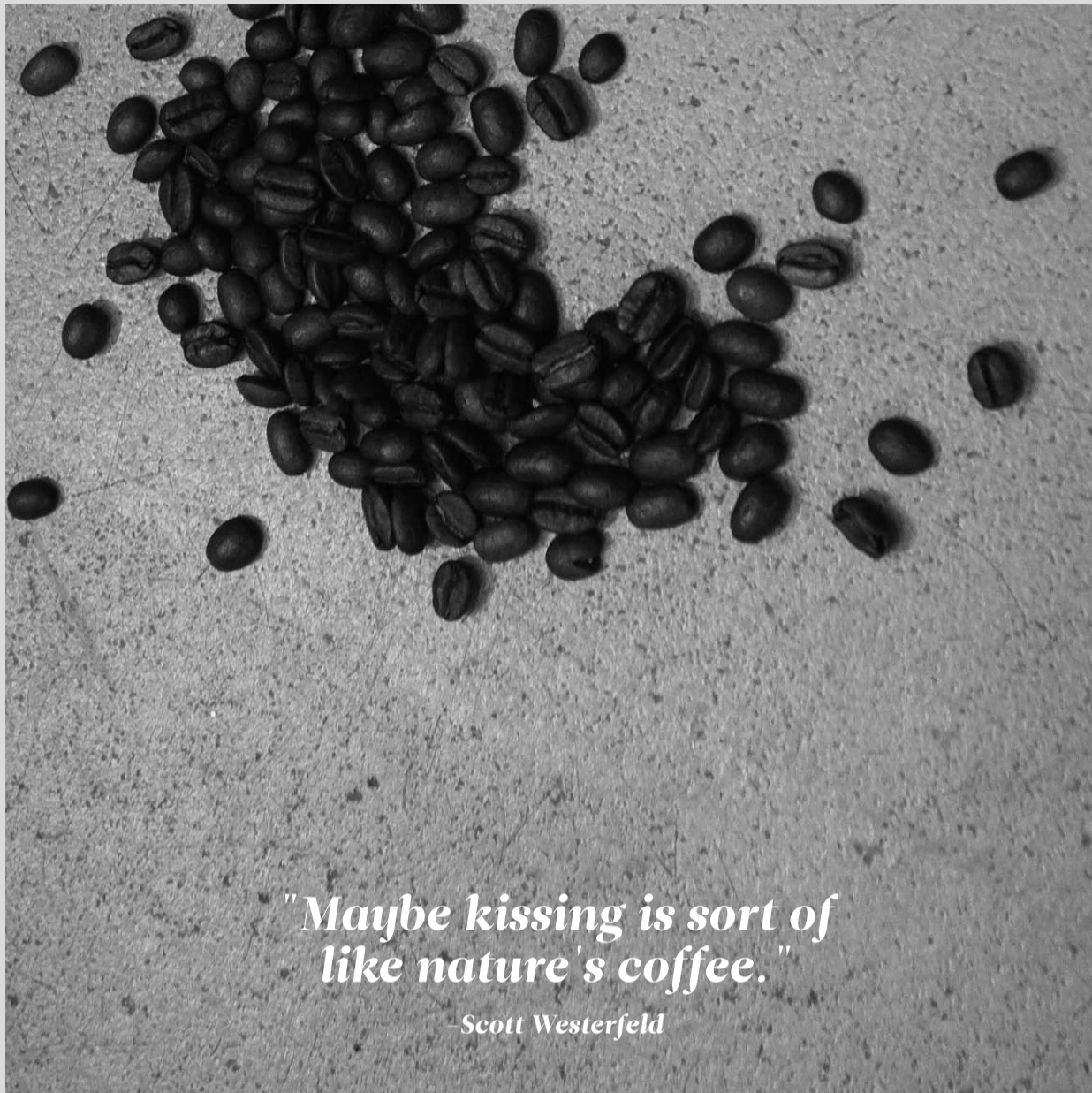
re-introduced to re-sell their very own vintage as well, but they have no trained operators to work them. Having discarded denim heritage and abandoned the beauty of the defect there is a contemporary u-turn in the stateside jeans market. 'Authentic' is back on the commercial agenda, ousting the bling culture of the L.A based stretch-jeans and celebrity endorsing labels that have plagued the market of late and have come to replace Frisco as the false home of denim. In almost every sense, denim culture has come full circle. Ironically the very demise of the authentic article is the principle reason for its second coming.

Here is the confirmation that the cult of denim is in fact a religion. The allure of denim is based on worshipping the functional detail. The pure appeal of the past and the fanatical nostalgia attached to these garments called denim 'genes' are there because it was so simple made. But not by choice, back in those days.

PHILIP GOSS

Philip Goss was the creative director of all Evisu products that have since become a household name and he established the original denim line in 2000. He now collaborates personally with friend and Evisu founder, Yamane san, to produce a specialist denim line for the Japanese market only. This private label is called 'Evis 9055 -Philip Goss Edition' His private label Ijin Material, however is already 6 years old in 2009. It is an independent denim label that is self-financed and completely license free. Ijin Material is designed, presented and managed by Philip Goss only. 'Ijin' is a traditional Japanese word once used to define someone as an 'outsider' or 'foreigner'. Sometimes it describes a person as an 'alien' or a 'black sheep'. Quite some metaphors for a UK denim professor living in Italy with a Japanese mind set.

www.ijinmaterial.com



One of the basic principles of having a store is that clients need to feel at home. The shop needs to breath hospitality and clients must be treated as kings. A key factor of the Tenue de Nîmes approach is our Equito biologic espresso, made by the original double pressure Heidelberg machine. The Equito espresso is a powerfull welcome to the store. Although the aroma is strong enough to make an incredible cappuccino we would like to see it as an original espresso.

Just recently we were asked in an interview by for Dutch newspaper 'Het Parool' how we feel about eco denim. And even though some jeans labels make us extremely sceptic about their 'green label', we feel this is an important topic on the international fashion agenda. For coffee however are very strict rules to determine, if your beloved espresso is to be called EKO, or not. The main objective is to protect consumers from misleading advertisements and to reprimand companies that carry bio labels falsely. After enjoying a special coffee course at the Amsterdam store of Brandmeester's they felt we where ready to serve our clients properly.

Our friends where kind enough to share their secret 12 steps to the ultimate espresso with you as well:

- I *Take the filter grip and a clean filter cup.*
- II *Connect the empty fliter grip with the machine. Let two espresso portions of water go through the filter. It is now warm.*
- III *Take a pre-heated espresso cup. If the cup is not heated go on to 4, otherwise skip this step.*
- IV *Place the cup under the hot water supply. Heat the cup with hot water. Empty the cup and make it dry. Place it under the machine.*
- V *Use the grinder to put the fresh coffee for one or two espresso's in the filter.*
- VI *Take the head of the pounder and steady egalize the coffee with a firm press and a double twist.*
- VII *Take a brush to get rid of the spilled coffee.*
- VIII *Give a single knock to the filter grip so the loose coffee will fall into the filter.*
- IX *Place the filter into the machine and turn it on immediatly. Otherwise the espresso will get bitter and it will not have the creme top.*
- X *Goldbrown espresso comes out of the bottle into the warm cup; the creme must be so thick the sugar will not sink for some time.*
- XI *Serve the espresso immediatly.*
- XII *Clean the filter and place the filter grip back into the machine.*

Camilla Norrback

The autumn/winter collection for 2009 by camilla norrback is inspired by the Nordic heritage and its climate. The TV drama Twin Peaks has also contributed some of its subdued, dark impression on the collection. Dark colours and a coarse feeling meets soft femininity, for instance in the luxurious pleated garments. The collection has a wide range with party dresses as well as basic garments. The silhouettes are both slim and generous, with a fifties feeling.

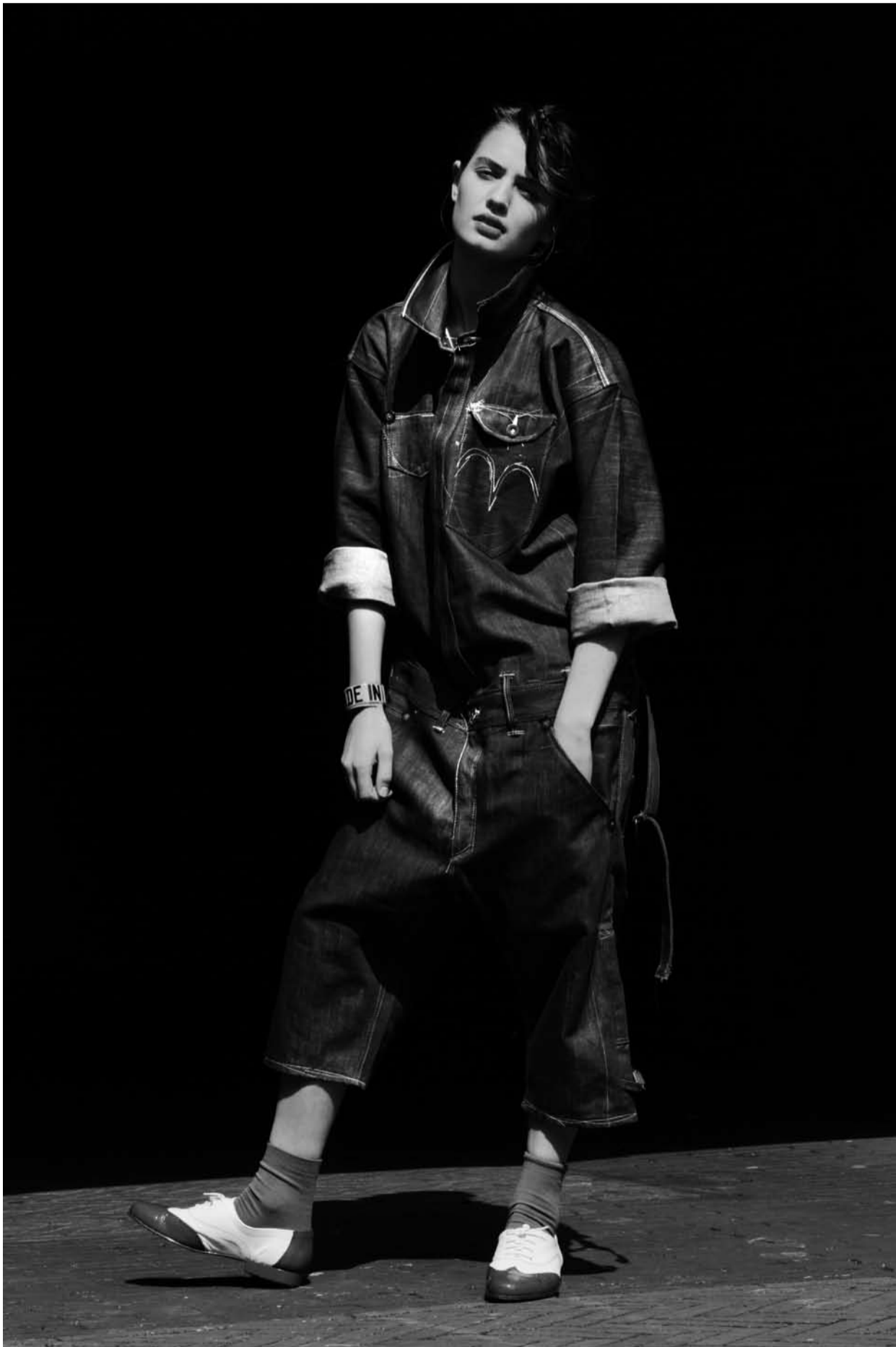
Base colours are black, brown and gray accented with turquoise-green, peach and aubergine. Like previously camilla norrback uses ecological cotton, alpaca, luxurious cashmere and silk. The new material for this year is bamboo which is used in the collections basic garments. camilla norrback always puts a lot of effort into introducing new innovative materials and processes. This season a new resource-economic colouring method has been used: one of the series is fully garment-coloured. That means the garment is coloured after the sewing is complete, which greatly reduces the amount of colouring.

The immensely popular owl sweater from 2006 makes a comeback in an updated version. The owl is also present in the prints as owl's wings. Shoes are also new for this season. camilla norrback introduces a shoe with a wedge heel in black and brown leather and aubergine suede. The shoes are made in naturally tanned leather with soles in rubber from recycled car tires. The extraordinary autumn/winter women's collection by camilla norrback will be for sale from August 2009 at Tenue de Nîmes.



*"I have often said that I wish
I had invented blue jeans:
the most spectacular, the most practical,
the most relaxed and nonchalant.
They have expression, modesty, sex appeal,
simplicity – all I hope for in my clothes."*

– Yves Saint-Laurent



Next Issue

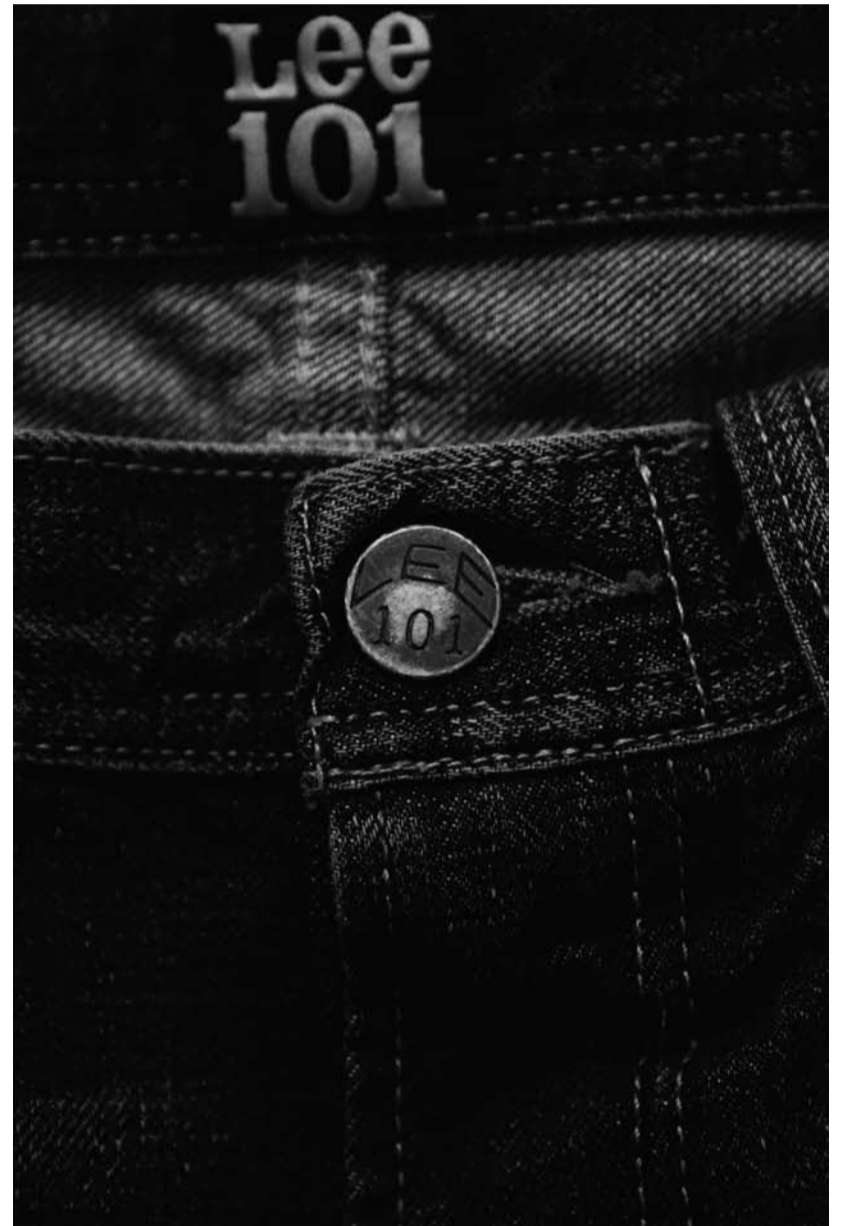
Journal de Nîmes N° 3

Meet the grandfather of denim.

In store November 2009.

Photography: Pablo Delfos at Manja Otten PM
www.manajottenpm.com

Classics



In July 2009 Lee will present their latest line of classic 101 products in a selected amount of stores in the Netherlands. The collection will consist of classics like the 101Z and the 101 Logger, combined with characteristic apparel form that period of time.

Jeans were only used by workman in the first thirty years of the 20th century. As a reaction to the increasing demand on western and cowboy wear in the 1920's Lee jeans decided to develop a special cowboy model, the 101. The legendary code 101 is derived from the parcel number of the building where the Lee jeans where stored in the early 1920's. The Lee cowboy jean (101B) was their first classic five pocket jeans that they made. The 101B was introduced

in 1924 together with the 101 Logger. In 1926 the Lee added the first jean with a zipper, the 101Z. The zipper jeans were a break through in the jeans world since they were only for sale with button fly until that time. The Zipper would become the one of the best selling creations of the H.D. Lee company.

In 1931 another cowboy must have developed: The 101J, a slim fit cowboy jacket. The Tenue de Nîmes favorite is far most the Storm Rider jacket: The Lee 101J with Alaskan lining and corduroy collar. Due to Marlin Monroe's appearance in the 1961 movie The Misfits the 101 jacket got indissoluble attached to the 60's revolution.

According to Lee jeans the elementary innovations that formed the 101 jeans in the 20's are used again in a contemporary level for their latest designs. The collection will be known for the dark tones and for the superior vintage washes. One wash needs to be emphasized here. The 101z left hand with the famous soft touch. This particular one is washed intensely and waxed for an extreme dirt look. This unusual finish is completed in the oven where the jeans get their final brownish touch. The entire 101 collection is an oath to denim lifestyle. The modern re-makes of classic 101 items combine heritage with contemporary style. They are a must have for any denim fetishist. The 101 jeans collection is form now on available at Tenue de Nîmes.



Minimalism by Whyszeck

Celebrating their tenth collection already, Frederik Pira and Christian Cerna have outgrown their new comer status in a glimpse of an eye. The Whyszeck concept took the friends for life from a mystery language into a rockband and ending up with one of Sweden's most successful contemporary men's labels of the moment. Their tenth collection is an oath to their biggest success styles so far and will show a modern view on workwear nostalgia.

Whyszeck is best known for their relevant redefinition of the classic male wardrobe and fantastic fabrics. Taking classic styles and translating them into a contemporary style, made the young designers part of the fashion establishment within five years. Tenue de Nîmes is honoured to show you a glimpse on the remodeled classics such as the Worker jacket and the Perfecto motorcycle jacket. The Baseball bomber shown on the photo is one of our favorites. Expect some delicious flushed earth tones such as grey, white, beige and naturals like blue and navy in the anniversary collection for spring/summer 2010.

The 2009 fall/winter collection will soon be available at our Amsterdam based store. For retail appointments and a view on the new Whyszeck collection for 2010 contact Whyszeck at benelux@whyszeck.com.



The Tee —



– *A little history*

THE DESIGN

The second chapter in our search for the ultimate hand made wardrobe we went into the world of one of the most iconic garments after jeans: the T-shirt. This piece of (under)garment has been a fundamental part of the male and female wardrobe in numerous appearances. Undergarments basically were practical clothing that soak up sweat and body fluids to protect the outer garments. Although the Americans popularized the T-shirt as a type of outer clothing they were first worn by European soldiers during World War I as underwear. The American troops were until that time committed to wool clothing combined with their army uniforms. The light weight, collarless shirts with a crew neckline of their opponents became one of the most legendary relics they brought back to the States after the War. Soon the shirts would be picked up as common underwear and the word T-shirt found its way into the American dictionary in the 20's.

The first time a T-shirt was worn as an outer-garment was by the Navy. But in which particular country remains unclear. However, we found an interesting theory telling us that the British Navy in the late 19th century were the first to wear shirts as outer clothing. The soft, thin, sleeveless shirts provided freedom of movement for the life at sea. Because the shirts were made extra long they gave comfort and they could be worn stuck in the pants. The legend tells us that the birth of the T-shirt originates from an unexpected inspection of the fleet by a member of the Royal British family. The captain ordered his men to hide their tattoo's and arms quickly by stitching sleeves on their shirts and there the T-shirt was born. It would however take a long while before the T-shirts became admitted by the people because showing your underwear was simply ridiculous. Although after World War II numerous pictures of soldiers reposing in the sun wearing T-shirts as outer-garments it took the Americans another decade for this trend to touch down consumer fashion.

Who else than denim icons Marlon Brando and James Dean shocked the world with their appearances in 'A streetcar named Desire' and 'Rebel without a cause'. They abandoned an era of being 'well-dressed' - of formality - and simultaneously welcomed function into fashion. At that point we must say, T-shirts went from body cover, to clothing to express oneself. From the sixties people started to express themselves by putting messages on their shirts. Numerous variations occurred that made it possible to personalize the shirts to show for instance your political or musical preferences. It took until the 80's & 90's to make fashion brands promote themselves actively by using the cotton icon. Because of this the T-shirt, or its print if you like, became a way to differentiate social classes in society. The logo became a way to separate quality and class from rubbish. You decide whether this distinction was totally granted at that time.

The thing that fascinates us the most about the evolution of the T-shirt is the fact that, as we can say about denim, every period has a certain style that shows a snapshot of society from that time. Tenue de Nîmes took those characteristics and combined them in its latest private label designs. For instance the length of the garments are sourced from military underwear. The deep crew neck came from the first generation navy underwear, same as the square neck singlet - the grandfather of T-shirts. Last Tenue de Nîmes added the expression component on the inside, instead of the outside. A hidden message only to be read by the one who wears the shirt creates a contradiction with the expressive function of T-shirts from 1960's.



THE FACTORY

The Tenue de Nîmes private label is an oath to specialism. The label formula is simple: The company devotes itself to re-building daily icons (like the male shirt) that unite quality and craftsmanship but for a reasonable price. While traveling through Europe, Tenue de Nîmes discovered a diversity of small family businesses which all seemed to have their particular craft. This craftsmanship literally refers to specialization. The companies were chosen because they personify 'the real thing'. For Tenue de Nîmes it feels like the right time to start to be patriotic again.

The textile and clothing industry is one of the traditional sectors of Portuguese manufacturing. The factory that developed the T-shirts for our private label is situated in the North of Portugal where the epic center of the Portuguese clothing industry is situated. Mister Alvez used to work as a production manager for a diverse range of factories in and around Braga before he started his own company. All his experience and specific skills have been the reason the Alvez family has been around for more than twenty years. They work with a small team of twenty people. Their core business is to develop nightwear and fashionable outer garments like T-shirts. All twenty employees have their own craft, their own specialty in the production process, so each development stage is done under the supervision of a life time expert.

For the first selection of T-shirts we selected four colours: White, black, light blue (Cornflower) and dark blue (Midnight Navy). The Alvez family recommended us to work with their quality that consists of 95% cotton and 5% lycra. Besides the freedom of movement and comfort that is provided by adding Lycra the fiber makes sure that the garments can be enjoyed for a much longer period of time. It simply lasts longer than the 100% cotton version. Second the extra 5% makes sure the garment will follow the natural body line better and it will stay in shape longer. Basically the lycra re-shapes the garment in its original form every time it is washed.







The naked truth about denim

Nudie Jeans



Nudie Jeans is a denim brand based in Gothenburg at the west coast of Sweden. Maria Erixon Levin, the former head designer of Lee jeans, founded Nudie in 2001. Maria had the desire to do her own, small-scale project based on her personal denim philosophies. As a designer she was looking for independence. Her main goal was to be free of all external pressure and be able to do her own thing. She decided she would only work with suppliers who would respect human rights and take responsibility for the environment. But above all she wanted to express her passion for denim, by only working with the best suppliers in the world. All of these visions were fulfilled instantly and these ambitious, clear starting points are probably the main reason why Nudie Jeans has become the Swedish success story in the blue world.

Nudie Jeans was first launched by Erixon Levin at the CPH vision fair in Copenhagen, where the designer was alone with her collection consisting of only five different denim styles and some second hand styled t-shirts. After the CPH vision fair the brand was launched in Scandinavia, UK and The Netherlands and it took an instant elevator ride. Therefore Maria's idea of launching a small-scale project was almost instantly crushed by the huge demands from retailers and consumers. Today Nudie Jeans is represented in 25 markets and sold approximately million pair of jeans last year.

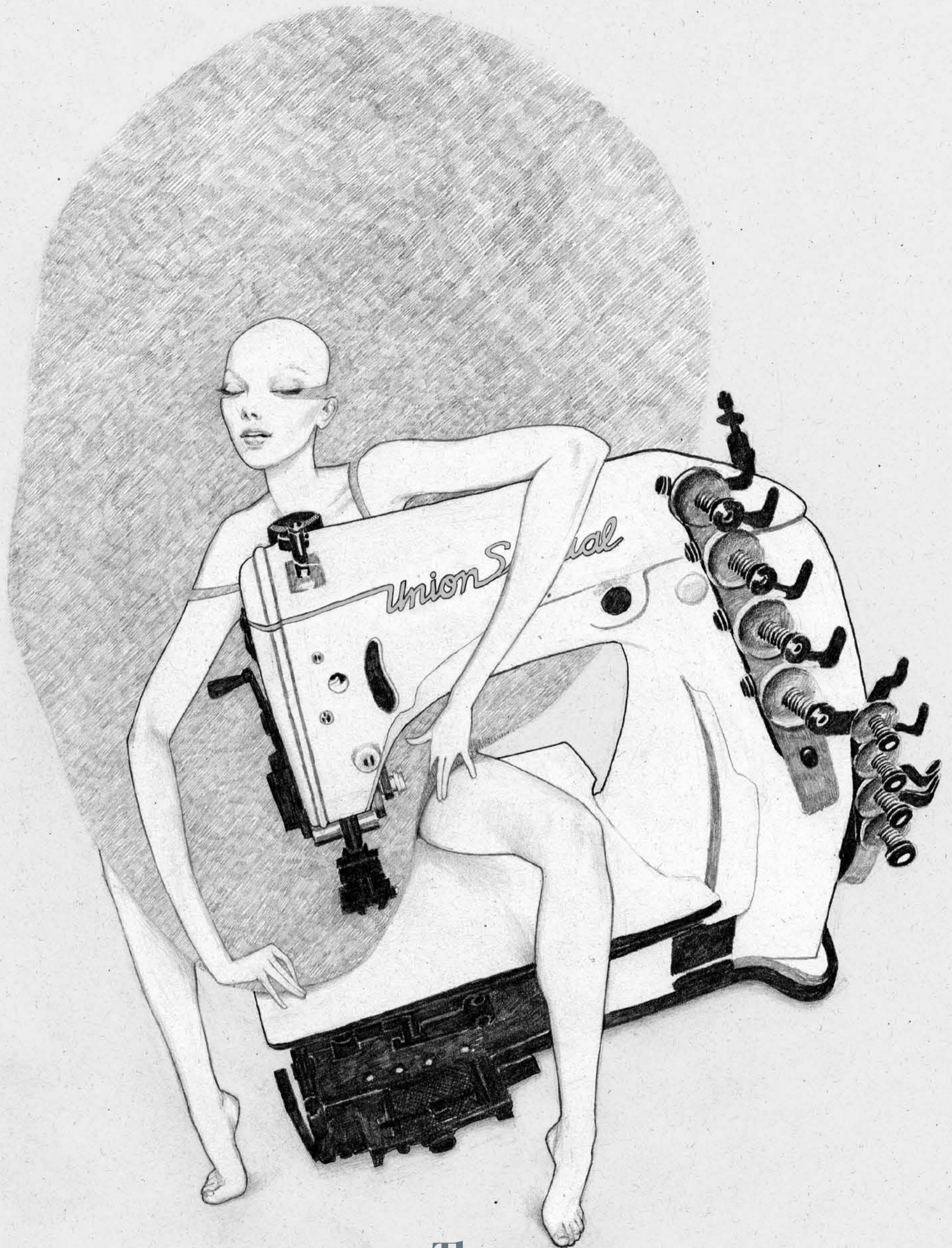
Nudie Jeans is still built upon the philosophy that was formed by Maria when the brand was created. These fundamental ideas remain to be the starting point of all activities and are used as a guideline for all people involved in the brand. In the wake of this Nudie Jeans does not have a formal business plan,

instead the company is driven by design and its passion for denim. Nudie Jeans simply claims to create jeans that they love for themselves and they hope that other people will like these products as well.

The history of denim culture and music scenes are the main inspirations for Maria Erixon Levin. She refuses to follow short-term trends. Instead Maria developed her own 'sound' based on different kinds of heritage. The most important characteristic of the brand is its love for dry denim, or unwashed jeans if you will. In the opinion of Nudie Jeans the user should wear his or her jeans for at least six months before the first wash. By doing this you will create your own personal look and finish, shaped by your everyday life. This fundamental idea became the basis of the brands' most important statement "The naked truth about denim". Instead of having enormous marketing budgets to present this blue faith, Nudie Jeans is having a long term collaboration with Amnesty International and has done two none profit T-shirt campaigns raising money for the cause of fighting for human rights. Today Nudie Jeans' full concept can be found in seven different concept stores around the world and through the big network of fantastic multi-brand stores worldwide such as Tenue de Nîmes.

In Journal de Nîmes N°3 we will present a highly unusual interview with this female heavy weight champion in order to discover all about her heritage principles in our contemporary world.

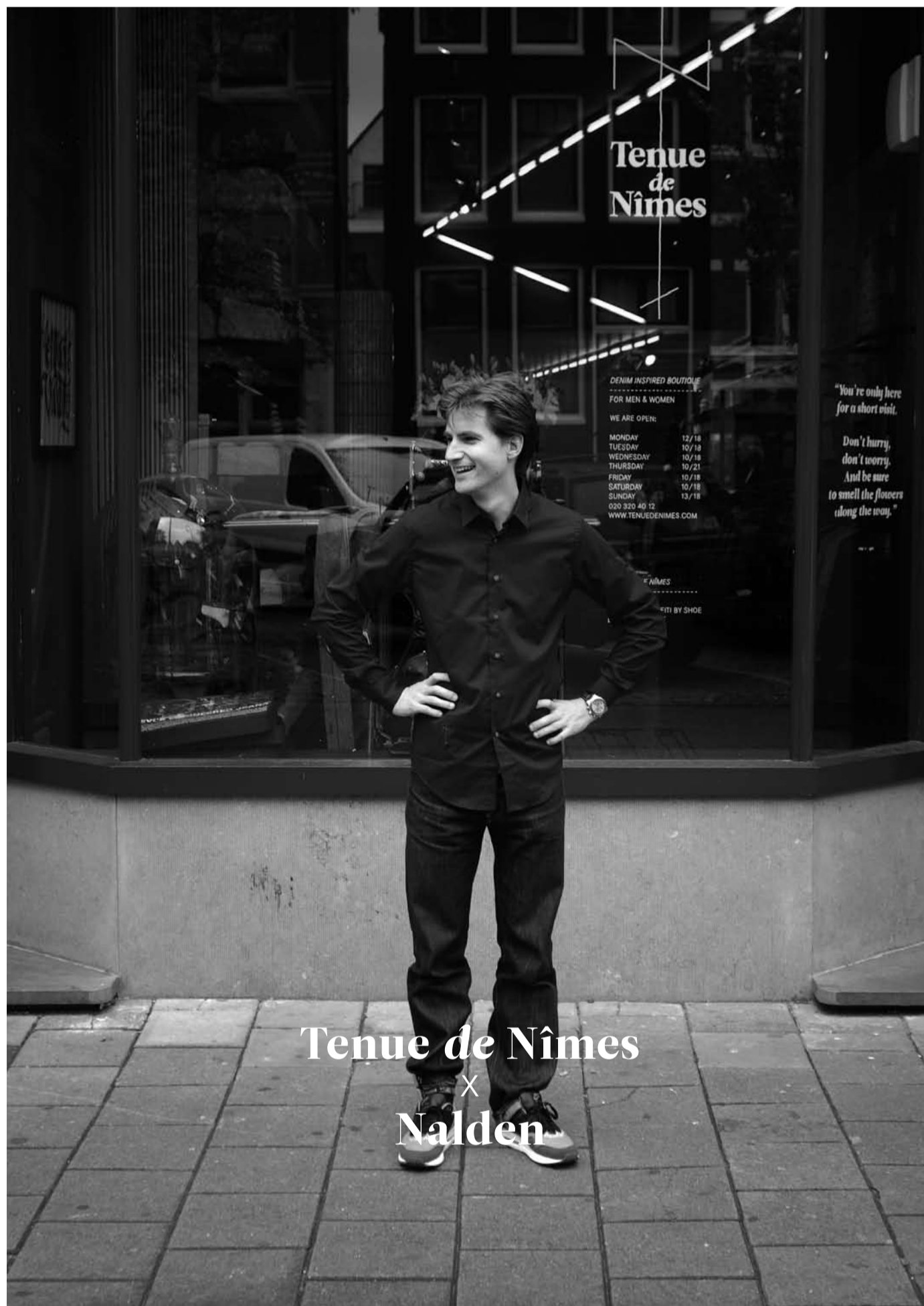
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The Union Special

Soon the history continues
at our denim inspired boutique.

Illustration: Denise van Leeuwen at edsonwilliams
(www.denisevanleeuwen.com - www.edsonwilliams.com)



Tenue de Nîmes
X
Nalden

Our first collaboration is with our friend Nalden.
The classic Tenue de Nîmes shirt is made in a deep purple fil à fil quality with magenta buttons and is finished with a Tenue de Nîmes and Naldisney embroidery. As Nalden would say "Hahaha".

Come to the store for this limited edition and visit www.nalden.net for more information.

Denim Demon

— Project Ware Outs —



In 2007 we were very lucky to get a special Stockholm tour by the former Swedish brand manager of Nike: Mikkel Aas. He was so kind to show us all the incredible shops, concept stores and pop-up's that make Stockholm such an interesting place. One of the stores that we couldn't get out of our heads for quite some time was Solo, the most credible jeans shop from Sweden that has been around for several years now. Solo has 7 stores in Sweden and they are an authority where it comes to jeans in Scandinavia. At Solo Mikkel showed us a corner where a couple of bearded guys and tattooed girls were talking about denim in a way only Swedish and Japanese can. The topic of their discussion was a small brand from two Swedish Samí descendants that seemed to be on a 'true blue' mission. The story sounded great and the Denim Demon pairs shown by the Solo staff were amazing. This was pure fetishism. Thanks to Mikkel Aas we got in touch with the Olsson brothers of Denim Demon soon after. The first time we met Oskar and his brother Anton was in Copenhagen at

the Vision fair and that is where we got in touch with their Denim Demon mission:

"To us jeans mean so much more than just an easy way of making a fast buck. To us, jeans equal passion, love and inspiration. Our mission is to protect and to nurse the blue jeans heritage, and that heritage will always be reflected in a pair of Denim Demon jeans. We believe that in order to do something genuine and sincere, you always have to start from your heart, and since our own hearts originate from the Sami culture, details inspired from that culture, adorn some of the models. When wearing our jeans, we hope that you will feel as proud as we are, and that you will appreciate the quality and the personality that come with a pair of Denim Demon jeans".

The Denim Demon brothers origin from a nation called Samí, also known as Lapps. The entire Denim Demon heritage is based on the life of the Samí folk and all the denim

inspiration, as well as most of their projects, have the Samí mode of life as basic starting point. The Samí live in a region often described as Samiland. It extends from Norway all the way into Russia. So they live in a large geographic area that goes beyond country borders. Their entire habitat is called Sápmi and is nearly 160.000 square kilometers. The largest amount of Samí live in Norway and Sweden. All together there are a total of approximately 70.000 Samí living in four countries. The nation is one of the largest ethnic indigenous groups of the world. They speak traditional languages and their culture has reindeer herding as most important trade. In Norbotten (Sweden) is the largest reindeer population of Sweden situated. It consists of around 715 reindeer husbandry companies which covers 90% of all reindeer owners in Sweden only. Traditional trades also consist of hunting, fishing and the well known handicrafts. There is historical proof that the nation lived in Sápmi without moving for more than two thousand years.

Denim Demon integrated a lot of the Samí habits their product range. The brand has quite a traditional view on denim. The product could never be a fashion product. The Olsson brothers tend to look at jeans as traditional workwear. So quality, good fits and natural vintage washes combined with high standard dry products will always be their basic assumption. Because of their interest in natural vintage washes Oskar and Anton started off a new project called Project Ware Outs. The basic idea of the project is that they ask their Samí fellow men to wear dry Denim Demon jeans during their life in the Scandinavian outdoors. The project is all about taking the finishes of jeans a big step forward. To get inspiration on new washes, on wear outs by their authentic fore fathers. Oskar and Anton gave Denim Demon jeans to seven Samí's. The aim was to give the different pants their own history, a unique wear out. The Sami's wore the jeans for 6 months without washing them. The way the jeans are trashed and used became the starting point of an exclusive range of Denim Demon washes made in Japan.

The different Samís all have their own way of living in their country, so each denim is used in a different kind of way. The results differ from each other like human personalities do. Quite fascinating since the jeans were all the same when the project started off.

The Denim Demon Samí jeans have been taken to Okoyama Japan where they made extraordinary replica's by hand. The jeans will be for sale on a limited scale at Tenue de Nîmes and a few other selected denim stores around the globe. The replica's all carry the names of the Samí that have been responsible for the result: Per-Åke Niiia (Reindeer herder), Per Guttorm Kuhmunen (Reindeer herder), Jan-Olof Ellebrink (Deacon assistant), Jonna Blind (Ski lift guard), Nils-Ove Gustafsson (Handicraft supervisor), JanÅke Johnsson (Reindeer herder and archaeologist) and Per-Henrik Bergkvist (Reindeer herder).

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www.denimdemon.se



Photography by Sebastian Skarp
www.sebastianskarp.net

— Gilmehte Jeansa —



L'Équipe de Nîmes is an interactive network created by the entrepreneurs of Tenue de Nîmes. L'Équipe hopes to be the connecting link between the interesting people that are part of the Tenue de Nîmes (TdN) network. TdN has the ambition to unite people that are characterized by having a certain passion. Every 12 weeks a single member of the Equipe will be invited by 'anothergallery' to expose a specially made paragraph of their personal lifework inspired by the denim universe of Tenue de Nîmes. L'Équipe de Nîmes should be a place where people discuss the beauties of the world instead of the difficulties. The network unites an open minded bunch of fetishists that strive for new approaches and look for people to combine their disciplines with. Above all L'Équipe

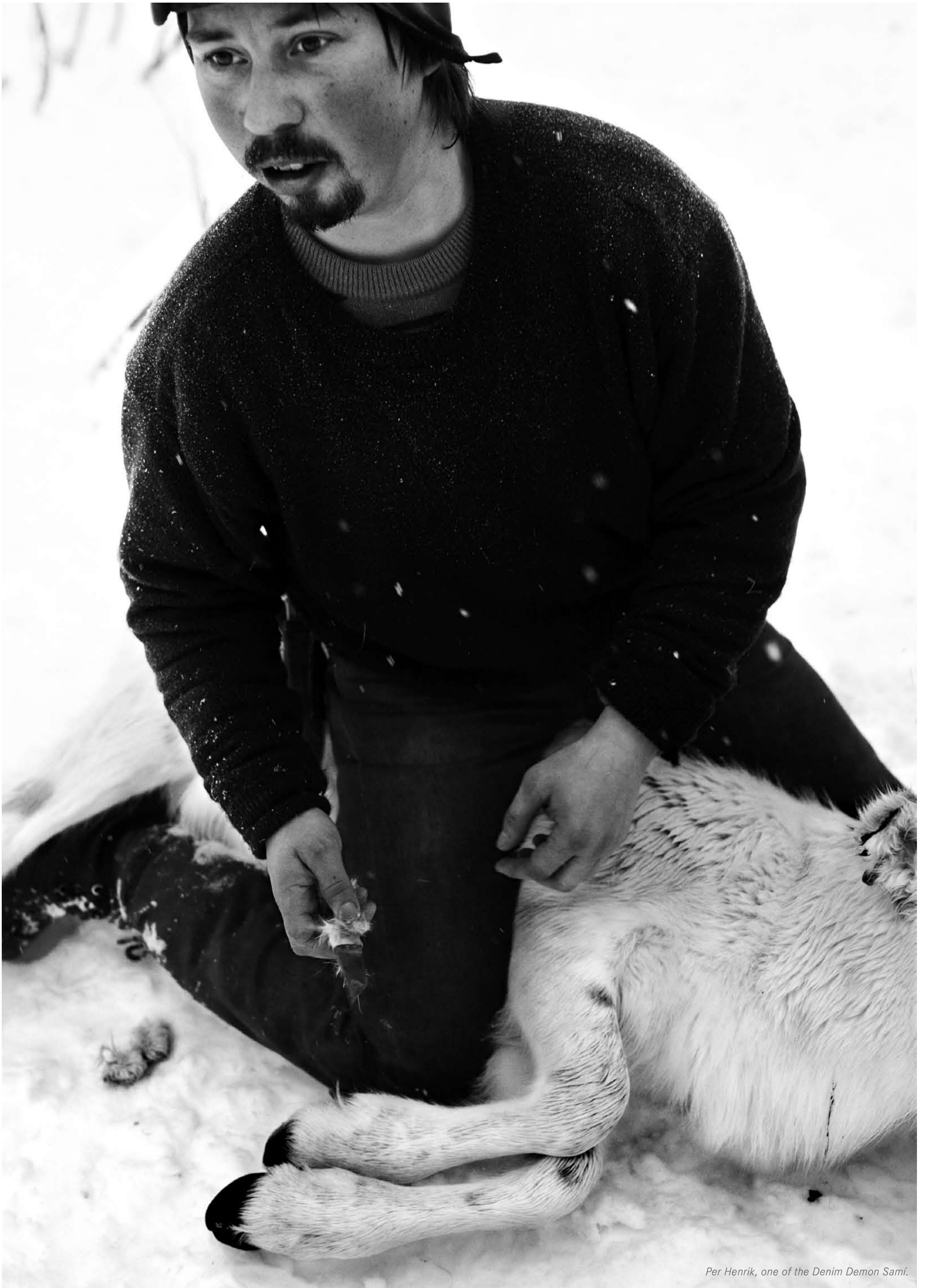
de Nîmes is pure effusiveness, no quality mark! We simply embrace who and what we like.

During the Dutch Fashion Week in July of 2009 denim inspired boutique Tenue de Nîmes presents "Gilmehte Jeansa", an exhibition with Swedish photographer Sebastian Skarp and the Denim Demon brothers Oskar and Anton Olsson. "Gilmehte Jeansa" means frozen jeans. It refers to Project Ware Outs by denim brand Denim Demon in which the founders discover the origin of the Samí people, a community based in the north of Scandinavia that traditionally makes a living by keeping reindeers. During Project Ware Outs the Olsson brothers go back to their own Samí origin. They asked their Samí relatives to wear their Denim Demon (dry) denims

24-7 for their work in the field with one mission: to send a monthly update on how the jeans evolve due to the Samí lifestyle. Anton and Oskar took Stockholm based Sebastian Skarp with them to give the rest of the world a glimpse of the Samí life. This way the Olsson brothers could get closer to their family heritage and show the world more about this unique culture. The results of the worn-in jeans will become Denim Demon's future prototypes for their new washes. The new styles will carry the names of the Samí people that created them, so don't be surprised to wear a Per Guttorm or a Jan-Olaf Ellebrink in the near future.

Visit the exhibition from July 24th till November 15th at Tenue de Nîmes.

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Per Henrik, one of the Denim Demon Sami.



IN STORE NOW:

THE OXFORD CORNFLOWER & PALVIOLET TENUE DE NÎMES SHIRTS