



AUTUMN / WINTER
2017

He who works with his hands is a labourer.

He who works with his hands and his head is a craftsman.

He who works with his hands and his head and his heart is an artist.

- Francis of Assisi -

(Italy, 1191 - 1226)

The Blue from Genoa

Blue de Gênes is a denim label taking its inspiration from the origin of jeans: a history that started in Genoa, Italy, more than 400 years ago. At that time, the harbour workers in Genoa used a robust fabric called "Geanes fustian", made of Arab cotton, for working clothes and sailcloth. The material was dyed blue with indigo, very strong and thus well suited for work pants for these hardworking dockers and sailors.

This fabric was exported to other countries and eventually known as the Blue from Genoa, or in French "Bleu de Gênes" since Genoa at that time belonged to France. The English adaptation of the expression then became "Blue Jeans".

Blue de Gênes jeans are produced in Italy, and just as Blue de Gênes is a family run business, the suppliers are small family run factories.

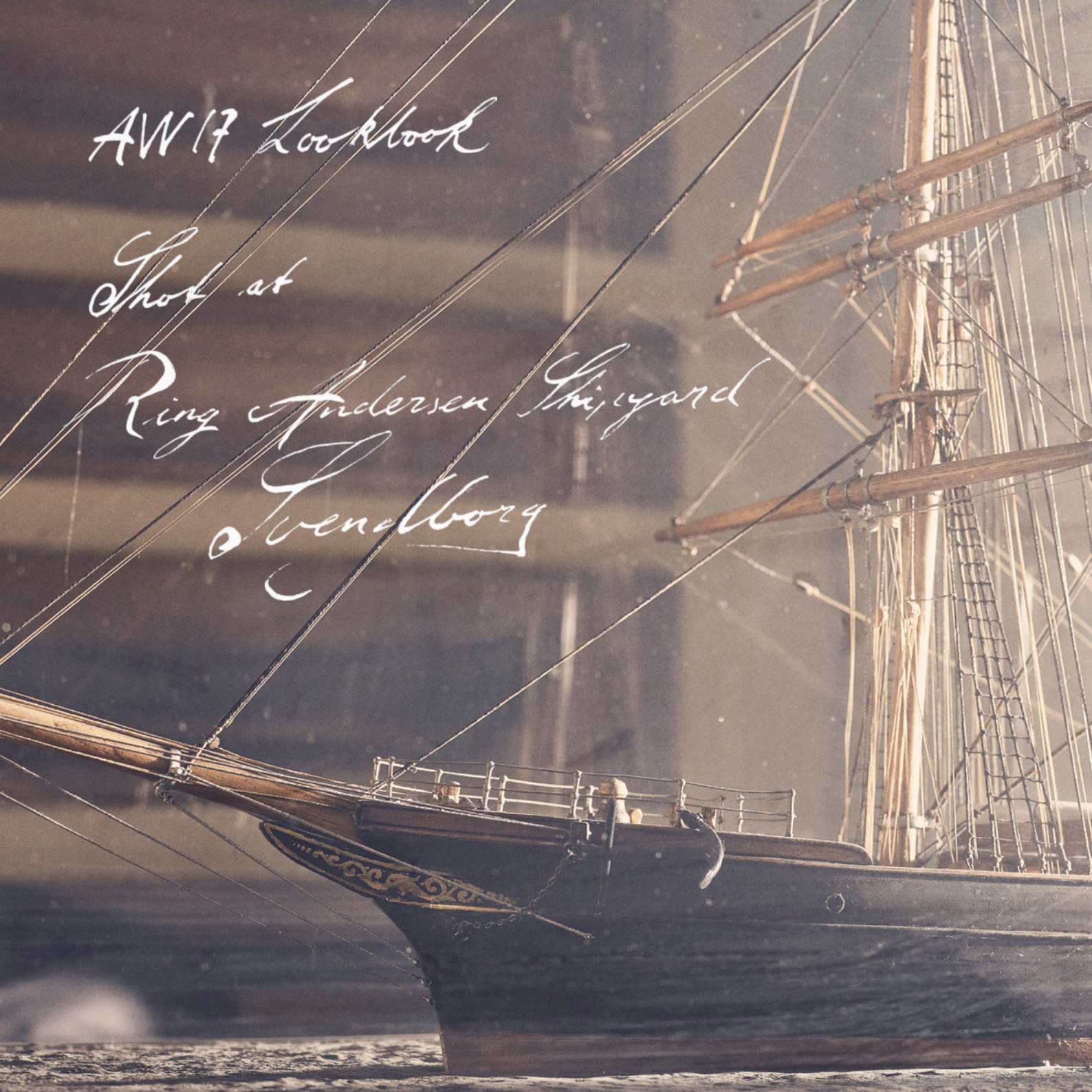
The quality of these rough jeans is never being compromised. All styles have a strong and unique identity and a design that will last for several years.

Claiming that it is indigo that is "flowing in our veins", we promise to continue the legacy of Genoa. We do so by always seeking inspiration in the history of Genoa and the people who lived there.

AW 17 Looklook

Shot at

Ring Andersen Shipyard
Langelborg



The AW17 Collection

In the Autumn/Winter 2017 collection Blue de Gênes once again pays tribute to the legacy of Genoa with a variety of jeans made in Italian denim. There is a series of all-Italian made classical waistcoats and jackets, which are inspired by old 1700th century poor mans outfit.

A new jeans model is named "Vinci" paying tribute to Leonardo da Vinci - "The scope and depth of his interests were without precedent in recorded history and his mind and personality seem to us superhuman, while the man himself mysterious and remote".

A shoe range is a growing part of the collection. The shoes are all made in Italy with supreme quality featuring the Blue de Gênes vintage image.

We have teamed up with Copenhagen artisan hat maker Peter Hornskov who has made a small range of handmade hats for us in Copenhagen.

The collection also features a small Japanese capsule with Japanese selvedge denim from the Kuroki Mill and fine vintage jersey knit from the Osaka Mill, Minami.

In general only the best materials have been selected for the collection including fine Italian fabrics as well as Harris Tweed wool fabrics.

Hornskov
x
Blue de Gènes



Hornskov x Blue de Gênes



In an ongoing collaboration with Peter Hornskov we have created a series of hats to complete the Blue de Gênes look. Each style is custommade by Peter Hornskov in Copenhagen and have received a touch of Blue de Gênes.

The co-lab consists of a Teardrop Fedora and a Diamond Crown Trilby - each style available in two colourways.



*Casella Officers
Army Blazer*



Diamond Crown Trilby in brown / Campi Craft Shirt in vintage yellow / Campasso Tenco Coat in navy /
Pieve Mark Gilet in navy / Repi Oister Jeans / Piceno Leather Belt / Maletti Shoes





Aero Denim Jacket
Varis Granddad
Sergeants Trousers
Tenente Colonnello Boots





Vinci Shibuya Jeans / Kumamoto Japan Sweatshirt / Como Leather Jacket / Giovanni Ufficiali Boots

Progetto Heritage



At Blue de Gènes we honour details and craftsmanship. When possible we try to do things the way they were done in the old days. That is why we stamp our hangtags by hand, making each piece unique - just like our jeans.



Blue
de
Gênes



SERVIZIO AERO - POSTALE
DEL VATICANO - GENOVA



Made in Italy





Sergeants Roven Trousers / Taibon Meda Shirt / Aero Denim Gilet / Diamond Crown Trilby in navy



Diamond Crown Trilby in navy
Paulo Pocket N14 Pants w1153
Bacco Nottingham Shirt
San Giorgio Napoles Waistcoat
Sergente Shoes





Montecello Knit / Repi N41 Distressed Jeans



Oria Harris Tweed Blazer
Lumi Merino Cardigan
Bacco Supercar Shirt
Repi N42 Jeans
Maletti Shoes





Diamond Crown Trilby in navy / Casella Harris Tweed Waistcoat / Costa Denim Shirt

The Shoe Collection



The shoe range is a growing part of the collection. All shoes are made in Italy with supreme quality featuring the Blue de Gênes Vintage image.

The shoes are named after Italian military ranks and historical Italian military figures.

From top left:

- The Maletti Shoe
- The Sergente Shoe
- The Tenente Colonnello Boot

Made in Italy



Teardrop Fedora in black / Army Tankers Jacket / Grosseto Roll Neck Knit in black / Vinci N39 Jeans





Progetto Heritage



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