

WHAT'S HOT - MARCH 2009

Right Now

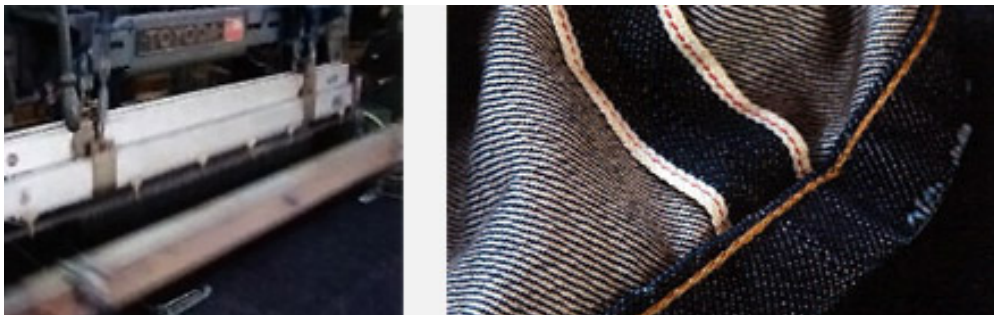
Be prepared to be surprised! Jeanswest is offering Japanese Selvedge Denim, acknowledged as the world's most superior denim, for the first time!

Pre 1950, American denim was considered the best. When the Americans replaced all their old, slower shuttle looms with the modern faster and wider projectile looms in response to increased demand for jeans many of these original looms were bought by manufactures in Japan. Faster isn't always better and these guys felt that there was a niche market for traditional denim. To this day its' the only country that makes Selvedge Denim on the original shuttle looms. And is the only place that can claim to make True Vintage Denim.

Selvedge denim is woven on narrow 30" vintage shuttle looms with one continuous weft thread, which is the white bottom thread of the denim that is passed back and forth all the way to the edge. As the weft thread turns back on itself it creates the 'Self edge', hence the name 'Selvedge'.

The process creates a tighter weave making it more durable, heavier, hardwearing and superior to other denims woven on modern projectile shuttle looms.

The colour of thread in the 'Selvedge' is used to distinguish between different denim fabrics, red being the most popular. You'll see this when you turn the jean up to create a cuff. This is the sign of 'True Vintage Selvedge Denim'. Sorry girls - there's just no faking it!



Since the premium denim craze began in 2000, international high end denim labels have used Japanese Selvedge Denim as their platform to distinguish themselves from other labels. Their selvedge jeans typically range in price from \$300 to \$900.

Jeanswest will now be amongst these high end designer labels proudly launching 4 innovative new styles in our limited edition Japanese Selvedge Denim range for Winter 2009. Our exclusive Japanese Selvedge Denim Range will include:

Men's & Women's Regular Straight Leg

Men's & Women's Relaxed Straight

The Regular Straight Leg fits are offered in a dark indigo wash to resemble a traditional vintage miner's working jean.

The Relaxed Straight Leg fits have been washed in a mid dirty indigo wash which provides a modern take on vintage denim as seen recently on fashionable celebrities Katie Holmes and David Beckham.

Visit your [nearest Jeanswest store](#) now. They're limited edition only and won't last.

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