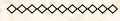


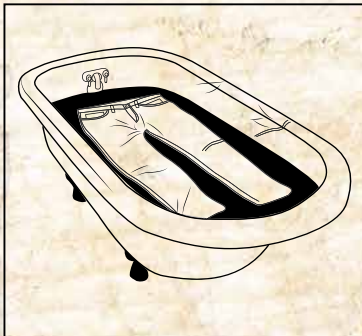
RULE#1

DO NOT WASH THE JEANS
BUT SOAK THEM!



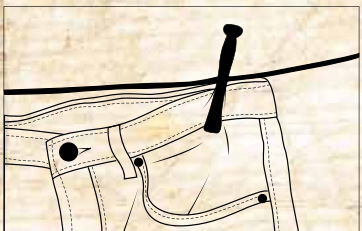
If you wash your raw denim jeans too soon, you risk ruining of your fade, as well as any future fading. Premature washing will eventually make it twice as hard to get the perfect creasing. Soaking the jeans in warm to hot water for a couple of hours will shrink the jeans to their natural state, so you get a better idea of where the real hem length will fall. It will also remove some of the excess indigo dye, thus jeans are not leaving blue stains.

The hotter the water you soak the jeans in, the more they will shrink.



RULE#2

DO NOT FOLD
THE JEANS,
JUST HANG
THEM TO DRY!



Use clothespins, pants hangers, or binder clips. Do not fold them or you will make extra creases.



WHAT IS RAW DENIM?

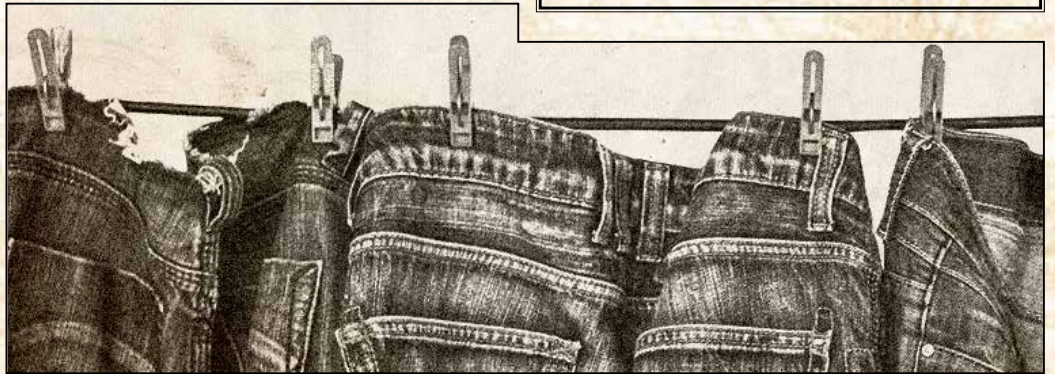
Raw denim is unwashed denim, straight off the roll, straight from the denim mill. It is denim that has not undergone any of the usual washing and distressing processes to soften up the fabric and reduce shrinkage.

Up until the early 1970s, all jeans were made of raw denim and it was up to the consumer to break them in. Many people would sit in a bathtub or go swimming in their jeans to shrink the pants to their body.

Raw jeans pick up the natural wear patterns, fades and creases come from abrasion during daily wear.

Wearing a pair of raw jeans is a project that can be rewarding. There is no greater opportunity to create a bond with a garment than with raw denim jeans. No other garment allows you to put your personal stamp on it so significantly.

DURABLE! • PERFECT LOOKING!
HIGH VALUED! • PERSONALIZABLE!



RULE#3

YOU are not supposed to wash raw denim jeans very often. If you wear your jeans everyday, you can wash them 4 - 6 months after purchase. If you alternate jeans, you should wait a bit longer. If you feel happy about how your jeans are fading, it might be the right time to finally wash them.

WAIT TO
WASH YOUR
JEANS!

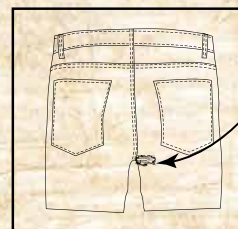
WEAR THESE JEANS AS LONG AS POSSIBLE WITHOUT WASHING

CYCLE OF WASHING		
TURN	MONTH	YEAR
1st	July	2014
2nd	May	2015
3rd	April	2016

Wash them separately in a washing machine on the gentlest and shortest cycle at a low temperature and hang dry.

RULE#4

DO NOT GO
LONGER THAN ONE
YEAR WITHOUT
WASHING.



The bacteria will disturb the crotch area which might damage the fabric in this zone.

FREEZE YOUR JEANS
TO KILL BACTERIA
AND
ELIMINATE
ODOR.



If your jeans are starting to smell, turn them inside out and spray with textile freshener. Then, place them in a plastic bag and keep them in the freezer for 24 hours.

