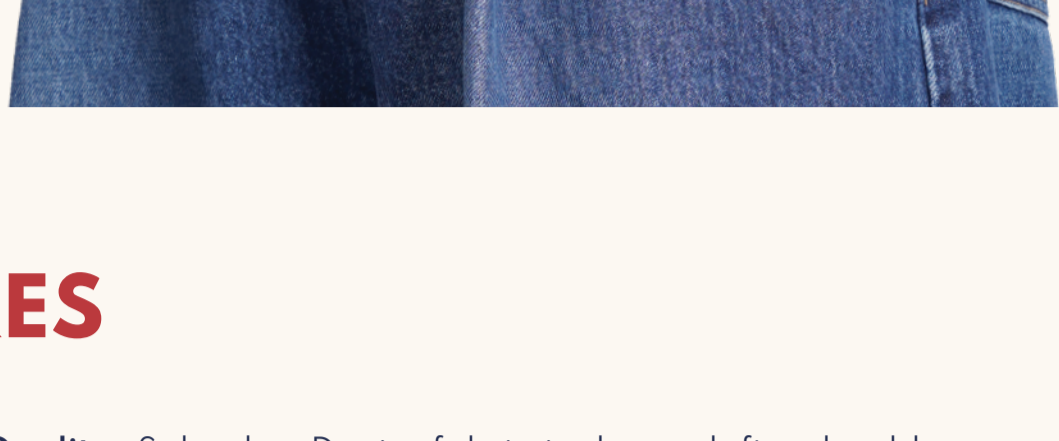Made in JAPAN

THREADS OF TRADITION
伝統の糸

The Selvedge Denim Tale from Arvind to Japan

This is a tale that weaves together the rich heritage of Indian Denim craftsmanship with the precision and artistry of Japanese Denim Masters. It's a story of Selvedge Denim that transcends borders and time, resulting in a textile masterpiece. To truly understand the allure of Selvedge Denim, one must turn their gaze to the Land of the Rising Sun, Japan, a country renowned for its meticulous craftsmanship, adopted denim in its own unique way. Japanese artisans embraced the art of Selvedge Denim weaving, paying homage to the timeless techniques of old-world denim craftsmanship. The fabric is meticulously woven on vintage shuttle looms, creating a self-edge that is both distinctive and durable.

The fusion of Arvind's pioneering spirit with Japanese craftsmanship is a match made in denim heaven. When Arvind's expertise in Indigo dyeing, shuttle loom weaving, and finishing techniques meets the Japanese commitment to perfection, the result is nothing short of extraordinary.

" THREADS OF TRADITION is a narrative that bridges cultures and traditions, resulting in a fabric that is both timeless and contemporary. In every stitch and every fade, the collaboration between ARVIND and SAAB is a symbol of textile excellence that transcends borders and generations. "

FEATURES

Exceptional Quality: Selvedge Denim fabric is dense, lofty, durable, and has a rich texture that only vintage looms can create.

Unique Self-Edge: Each piece of fabric carries a unique selvedge, denoting its authenticity and craftsmanship. It's a mark of distinction that only the most discerning denim aficionados can appreciate.

Deep Indigo Shades: The depth and richness of the Indigo dye used in this denim is unparalleled, ensuring that with each wear, the fabric ages gracefully, developing unique fades and creases.

Comfort and Fit: Selvedge Denim, through meticulous craftsmanship, provides a comfortable and tailored fit, ensuring the fabric molds to the wearer's body over time.

Sustainability: Both Arvind and SAAB place a strong emphasis on sustainable practices. The process minimizes waste and maximizes resource utilization, contributing to a more environment friendly product.

SEASON'S OFFERING
Spring Summer 25

The collaboration with Japan is not just a partnership, it is a creative exchange that pushed the boundaries of denim. Japanese fashion has always been deeply rooted in tradition and innovation, much like Arvind's approach. Together, we sought to blend the classic elegance of Japanese minimalism with the rugged allure of selvedge denim.

Precise Craftsmanship: Each pair of selvedge jeans is meticulously woven on vintage shuttle looms, creating a unique texture and finish that's synonymous with traditional denim craftsmanship.

Innovative Wash Techniques: We combined Arvind's expertise in fabric dyeing with Japanese-inspired wash techniques to achieve a range of beautiful, weathered looks. These jeans didn't just feel great; they tell a story of adventure and exploration.

Unveiling Nature's Play: Spring/Summer 2025 is all about nature's elements. We drew inspiration from earth's kind craft, sea's drape and clear skies. The collection featured denim in shades of indigo and subtle pastels, reflecting the colors of spring.

Comfort-First Design: Fit and comfort are paramount. The jeans are designed to be relaxed and easy, allowing the wearer to move with effortless grace. The lightweight yet sturdy selvedge denim is a joy to wear even on the warmest summer days.

Versatility Meets Tradition: These selvedge jeans are more than just casual wear. They effortlessly transitioned from day to night, embodying the versatility of modern fashion. Paired with crisp shirts or relaxed tees, they embraced both classic and contemporary styles.

SELVEDGE DENIM/MADE IN JAPAN

Nature Play

Our SS25 story
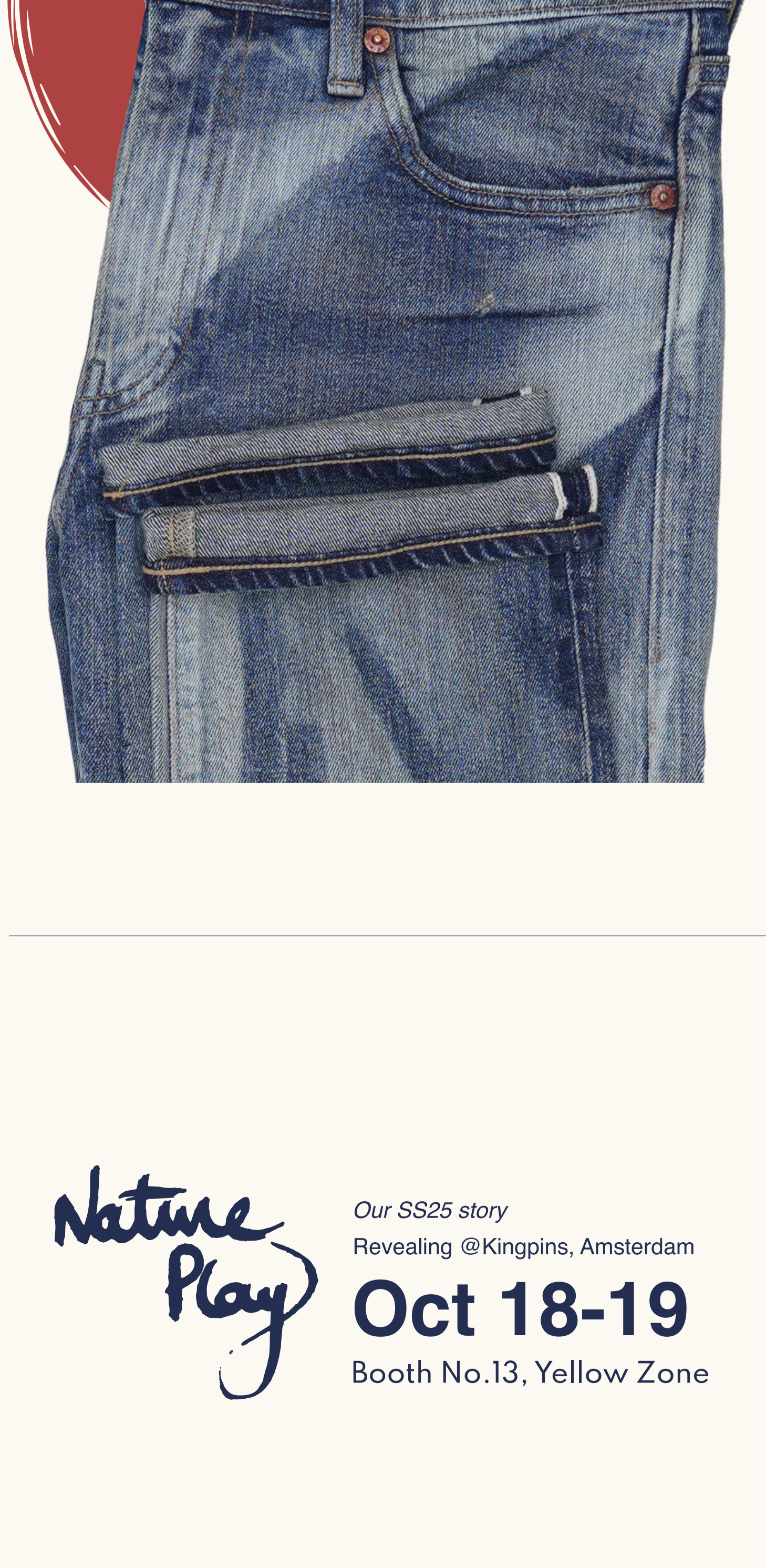Revealing @Kingpins, Amsterdam

Oct 18-19

This item is available at the show.
Booth No.13, Yellow Zone

ARVIND
FASHIONING POSSIBILITIES