

## DENIM CARE INSTRUCTIONS

It's probably the biggest debate about denim: to wash, or not to wash?

Not washing your denim has one major advantage: it allows you to create a personal 'signature' on your jeans.

If you decide not to wash them, they will:

- curve around your body
- start to reveal lighter streaks and areas, because the indigo starts fading
- become like a second skin and eventually show a unique worn-out pattern that reflects the shape of your body and how you wear them.

If you wash your jeans too soon, they will appear less "personalized".

This is because washing:

- gets rid of the curves in your jeans
- creates an all-over fade.

However, there is nothing wrong with washing jeans. In fact, Japanese denim brands believe sweat, among other things, are like toxins for your denim, so cleaning them occasionally is simply necessary.

"Great, but what do I do then?"

## WASH INSTRUCTIONS

### 3 OPTIONS:

I.

Use a short program (appr. 20 minutes) at 30°C (90°F) without detergent. And no spinning! The jeans should come out soaking wet. Hang them to air dry right away.

II.

Put your jeans in a bath of tepid water and soak for 5 minutes. Take them out and hang them to air dry immediately.

III.

Take your jeans into the sea and soak for 5 minutes. Let the jeans dry in the sun.

Are your jeans smelly, even though you haven't worn them for 6 months yet? Put them in the fridge for a night, or hang them outside for a day or two. A steamy shower room works great too!

Good luck!