

So
DENIM
by AWDiS





SO DENIM

We believe that denim is versatile and timeless, and have carefully designed a range of adaptable, affordable staples that you can live your life in, from work right through to the weekend. Our contemporary styles are infused with the detailing we know our customers love and need.

For 2019, we have pushed the boundaries of So Denim, introducing new dynamic styles to our collection. Nail the head-to-toe denim look with help from our classic new denim jackets (SD060 / SD065) and our high-street-inspired fashion jeans (SD050 / SD055) for both men and women. Extend your work wear wardrobe with our fashionably functional new knitted shirts (SD042 / SD047) creating a sleek uniform look with a comfortable polo feel. We are also excited to bring you our iconic new Frankie Bomber Jacket (SD070) with its street-smart styling.

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SD001 LEO STRAIGHT JEANS

Straight fit / Stretch denim
 Light blasting & whiskering (blue washes)
 Five pocket styling / Twin needle stitching detail
 Shank button and YKK zip fly fastening
 Metal rivet detail at pocket corners



BLACK



LIGHT BLUE WASH

Waist 28" / 30" / 32" / 34" / 36" / 38" / 40"

Regular Length 79cm / 31" **Long Length** 84cm / 33"

Fabric Content Blue Washes 99% Cotton / 1% Elastane

Black 73% Cotton / 25% Polyester / 2% Elastane

Fabric Weight Blue Washes 10.5 oz / Black 11 oz

SD011 KATY STRAIGHT JEANS



BLACK



DARK BLUE WASH

Straight fit / Stretch denim
Light blasting & whiskering (blue washes)
Five pocket styling / Twin needle stitching detail
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30" **Long Length** 82cm / 32"

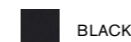
Fabric Content Blue Washes 98% Cotton / 2% Elastane

Black 77% Cotton / 21% Polyester / 2% Elastane

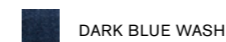
Fabric Weight All Colours 9 oz



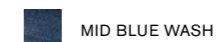
MID BLUE WASH



BLACK



DARK BLUE WASH



MID BLUE WASH



LIGHT BLUE WASH



SD004 MAX SLIM JEANS

- Slim fit / Stretch denim
- Five pocket styling / Self-fabric belt loops
- Light blasting & whiskering (blue washes)
- Shank button and YKK zip fly fastening
- Metal rivet detail at pocket corners
- Twin needle stitching detail



Waist 28" / 30" / 32" / 34" / 36" / 38" / 40"

Regular Length 79cm / 31" **Long Length** 84cm / 33"

Fabric Content Blue Washes 99% Cotton / 1% Elastane

Black 73% Cotton / 25% Polyester / 2% Elastane

Fabric Weight Blue Wash 10.5 oz / Black 11 oz



SD014 LARA SKINNY JEANS



Skinny fit / Stretch denim
Light blasting & whiskering (blue washes)
Five pocket styling / Twin needle stitching detail
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30" **Long Length** 82cm / 32"

Fabric Content Blue Washes 98% Cotton / 2% Elastane

Black 77% Cotton / 21% Polyester / 2% Elastane

Fabric Weight All Colours 9 oz





SD050 LUKE FASHION JEANS

Slim fit / Five pocket styling / Creasing at thigh area
Fashion fading and whiskering / Subtle distressing at pockets
Self-fabric belt loops / Shank button and YKK zip fly fastening
Twin needle stitching detail / Metal rivet detail at pocket corners



FADED FASHION BLACK



FADED FASHION INDIGO

NEW
STYLE

Waist 28" / 30" / 32" / 34" / 36" / 38" / 40"

Regular Length 79cm / 31" **Long Length** 84cm / 33"

Fabric Content 98% Cotton / 2% Elastane

Fabric Weight All Colours 10 oz



SD055 SOPHIA FASHION JEANS

Skinny fit / Five pocket styling / Creasing at thigh area
Fashion fading and whiskering / Subtle distressing at pockets
Self-fabric belt loops / Twin needle stitching detail
Metal rivet detail at pocket corners



FADED FASHION BLACK

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30" **Long Length** 82cm / 32"

Fabric Content 98% Cotton / 2% Elastane

Fabric Content All Colours 10 oz



FADED FASHION BLACK



FADED FASHION INDIGO

SD020 ADAM SLIM CHINOS



NAVY



SLATE



BLACK



STONE

Slim fit / Stretch twill with peach finish
 Front slant pockets / Back jet pockets with button
 Button at waist and YKK zip fly fastening

Waist 28" / 30" / 32" / 34" / 36" / 38" / 40"

Regular Length 79cm / 31"

Long Length 84cm / 33"

Fabric Content 98% Cotton / 2% Elastane

Fabric Weight All Colours 290 gsm



SD025 LILY SKINNY CHINOS



STONE



SLATE



NAVY

Skinny fit / Stretch twill with peach finish
 Front slant pockets / YKK zip fly fastening
 Concealed hook and bar fastening
 Back jet pockets

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30"

Long Length 82cm / 32"

Fabric Content 98% Cotton / 2% Elastane

Fabric Weight All Colours 290 gsm



BLACK





LIGHT BLUE WASH

SD030 ZAC INDIGO T

Fashion fit / Single jersey / Ribbed collar
Short set in sleeves / Graduated colour fade effect
Contrast cover stitching at hem and armholes / Taped neck



DARK BLUE WASH

Size S / M / L / XL / XXL
Fabric Content 100% Cotton
Fabric Weight All Colours 180 gsm

 DARK BLUE WASH  LIGHT BLUE WASH



DARK BLUE WASH

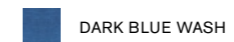
SD035 MIA INDIGO T

Fashion fit / Single jersey / Ribbed collar
Short set in sleeves / Graduated colour fade effect
Contrast cover stitching at hem and armholes / Taped neck



LIGHT BLUE WASH

Size XS / S / M / L / XL
Fabric Content 98% Cotton / 2% Elastane
Fabric Weight All Colours 180 gsm



DARK BLUE WASH



LIGHT BLUE WASH



BLACK

SD040 JACK DENIM SHIRT

Fashion fit / Modern narrow collar

Satin weave / Turned hem with single needle stitch detail

Contrast stitching at side seams sleeves and cuffs (blue only)

Two button placket at cuff / Button placket centre front fastening

No pockets for maximum embellishment area / Yoke at back shoulder



LIGHT BLUE WASH



DARK BLUE WASH

Size S / M / L / XL / XXL

Fabric Content 100% Cotton

Fabric Weight 5.44 oz



BLACK



DARK BLUE WASH



LIGHT BLUE WASH



BLACK

SD045 LUCY DENIM SHIRT

Fashion fit / Modern narrow collar

Satin weave / Turned hem with single needle stitch detail

Contrast stitching at side seams sleeves and cuffs (blue only)

Two button placket at cuff / Button placket centre front fastening

No pockets for maximum embellishment area / Yoke at back shoulder



LIGHT BLUE WASH

Size XS / S / M / L / XL

Fabric Content 100% Cotton

Fabric Weight 5.44 oz



BLACK



DARK BLUE WASH



LIGHT BLUE WASH



BLUE




SD042 OSCAR KNITTED SHIRT

Fashion fit / Micro pique knit / Full front button placket
Long sleeves / Turned hem with single needle stitch detail
Two button placket at cuff / Modern narrow collar
Yoke at back shoulder / Darts at back for close fit
No pockets for maximum embellishment area



NEW STYLE

Size S / M / L / XL / XXL
Fabric Content 95% Cotton / 5% Elastane
Fabric Weight 190 gsm

 BLACK  BLUE  WHITE



BLUE

SD047 ANNA KNITTED SHIRT

Fashion fit / Micro pique knit / Full front button placket
Long sleeves / Turned hem with single needle stitch detail
Two button placket at cuff / Modern narrow collar
Yoke at back shoulder / Darts at back for close fit
No pockets for maximum embellishment area



BLACK



BLACK

NEW STYLE

Size XS / S / M / L / XL
Fabric Content 95% Cotton / 5% Elastane
Fabric Weight 190 gsm

BLACK BLUE WHITE



LIGHT BLUE WASH

SD060 NOAH DENIM JACKET

Fashion fit / Stretch denim / Four pocket styling
Classic light and dark blue washes / Contrast stitching
Classic denim jacket panelling / Shank button fastening
Button cuff detail / Inside back neck hanger loop

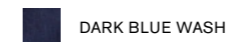


DARK BLUE WASH

Size S / M / L / XL / XXL

Fabric Weight 10.5 oz

Fabric Content 99% Cotton / 1% Elastane



DARK BLUE WASH



LIGHT BLUE WASH

NEW STYLE

SD065 OLIVIA DENIM JACKET



DARK BLUE WASH & LIGHT BLUE WASH



Contemporary fashion fit / Stretch denim
Four pocket styling / Classic light and dark blue washes
Contrast stitching / Classic denim jacket panelling
Shank button fastening / Button cuff detail
Inside back neck hanger loop

Size XS / S / M / L / XL
Fabric Content 99% Cotton / 1% Elastane
Fabric Weight All Colours 10.5 oz



DARK BLUE WASH

LIGHT BLUE WASH

NEW STYLE



SD070 FRANKIE BOMBER JACKET

Fashion fit / Water and wind resistant fabric / Inner padding
Inner lining with embroidery access / Two front welt pockets
Ribbed collar, cuffs and hem / Zipped sleeve pocket
Inside back neck hanger loop



NEW STYLE

Size XS / S / M / L / XL / XXL
Fabric Weight 230gsm
Fabric Content 100% Polyester

BLACK

APPLIQUE

For fun and unique styles, use So Denim as a base for numerous applique techniques, from iron and stitch on patches, to rivets and more. Stitch ribbon or tape onto the sides seams of our jeans, or add contrast patch pockets to our shirts to create on-trend looks.



TOP TIP For the ultimate in applique design, digitally print stunning images onto fabrics, and apply them to the back of your denim jackets and shirts.

EMBELLISHMENT

SCREEN PRINTING

Be bold and use screen prints to create designs with high impact. This classic print technique is excellent where your designs have a limited colour palette and you need to print in high volumes. A long lasting print technique, screen printing is even suitable for dark colours, as blockers can be used before the colour is added.

TOP TIP Get creative and use speciality inks such as suede, glitter and 3D to give depth of colour and texture to your designs.



LASER

Get creative and use laser technology to execute striking and individual designs. From subtle laser etched branding and images to dramatic cut out patterns and creative hem lines (a key trend for 2019). Our So Denim fabrics are a fantastic base to build different depths of colour while etching designs.

TOP TIP Why not create your own distressed jeans? Laser technology allows you to choose how much blasting and distressing you want to apply to your jeans. Our SD001 / SD004 / SD011 / SD014 are designed with minimal features, perfect for you to add your own mark.



EMBROIDERY

Embroidery is a classic embellishment technique producing bright and long lasting designs. Be bang on trend and customise So Denim jeans and shirts with patterns or slogans to make them your own.

TOP TIP Need to embroider the back pocket without affecting its usability? Unpick two sides, add your embroidery, then stitch it back on!

EMBELLISHMENT

DTG

Make a statement by creating unique ranges through direct to garment printing. All of our denim contains a high percentage of cotton, making it an ideal canvas. Even on dark denim, DTG can achieve vibrant and colourful prints that have excellent wash fastness and soft hand. DTG offers the freedom to create high quality photorealistic images, or subtle and stylish branding, as long-lasting and as versatile as our So Denim garments.



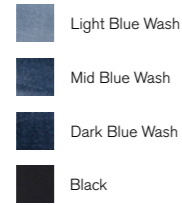
TOP TIP When printing on dark colours, set your printer to print a white base to achieve the brightest results.

COLOUR WASH GUIDE

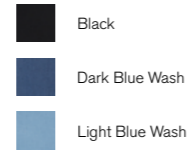
SD020 / SD025



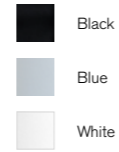
SD001 / SD004 / SD011 / SD014



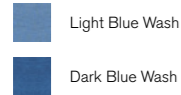
SD040 / SD045



SD042 / SD047



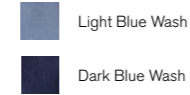
SD030 / SD035



SD050 / SD055



SD060 / SD065



Actual colours may differ due to the wash process

SIZE GUIDE

MENS JEANS

Waist	1/2 Waist Opening	Inseam Reg 31"	Inseam Long 33"
28" W	36cm	79cm	84cm
30" W	38cm	79cm	84cm
32" W	40cm	79cm	84cm
34" W	42cm	79cm	84cm
36" W	44cm	79cm	84cm
38" W	46cm	79cm	84cm
40" W	48cm	79cm	84cm

WOMENS JEANS

Size	1/2 Waist Opening	Inseam Reg 30"	Inseam Long 32"
6	32cm	77cm	82cm
8	34cm	77cm	82cm
10	36cm	77cm	82cm
12	38cm	77cm	82cm
14	41cm	77cm	82cm
16	44cm	77cm	82cm
18	47cm	77cm	82cm

MENS CHINOS

Waist	1/2 Waist Opening	Inseam Reg 31"	Inseam Long 33"
28" W	37cm	76cm	81cm
30" W	39cm	76cm	81cm
32" W	41cm	76cm	81cm
34" W	43cm	76cm	81cm
36" W	45cm	76cm	81cm
38" W	47cm	76cm	81cm
40" W	49cm	76cm	81cm

WOMENS CHINOS

Size	1/2 Waist Opening	Inseam Reg 30"	Inseam Long 32"
6	32cm	75cm	80cm
8	34cm	75cm	80cm
10	36cm	75cm	80cm
12	38cm	75cm	80cm
14	40cm	75cm	80cm
16	42cm	75cm	80cm
18	44cm	75cm	80cm

MENS TOPS

Size	
S	36"
M	39.5"
L	43"
XL	46.5"
XXL	50"

WOMENS TOPS

Size	
XS	8
S	10
M	12
L	14
XL	16



So
DENIM
by AWDiS

