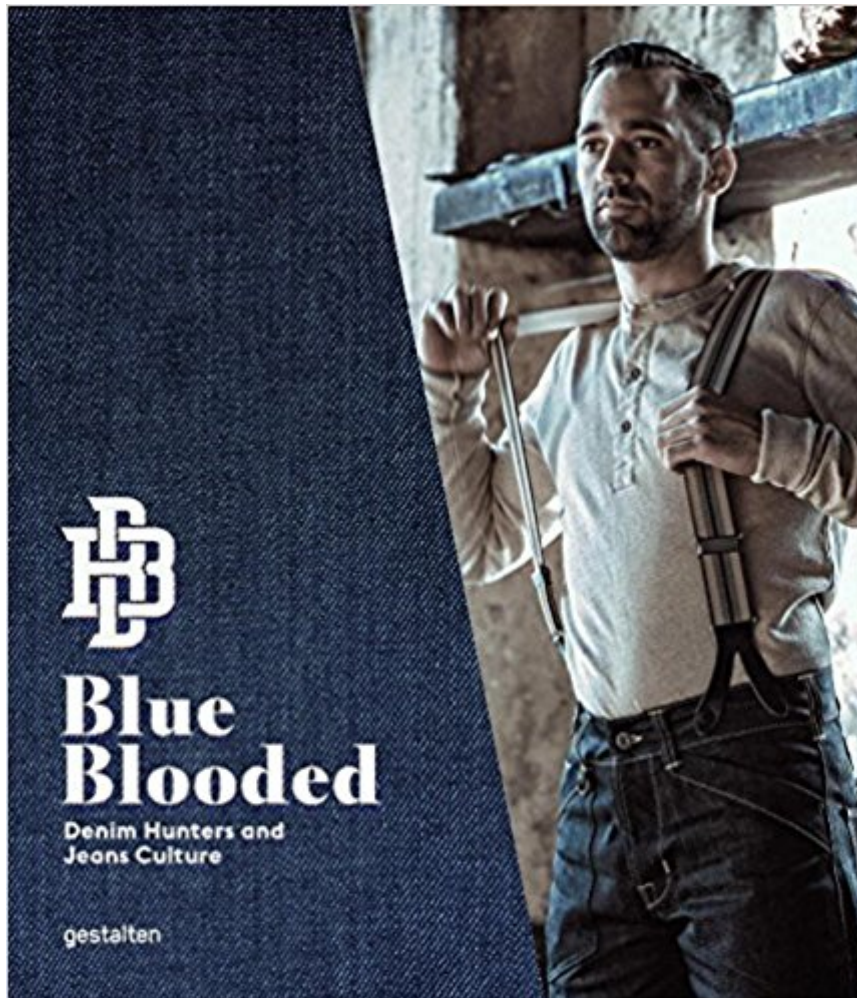




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Blue Blooded: Denim Hunters And Jeans Culture



Synopsis

Jeans are equal parts subculture and establishment. Worn as both work clothes and luxury fashion, they are practically universal. This book contains everything you need—and want—to know about jeans. Denim embodies authenticity, rebellion, workwear, and the old west. Denim hunters tirelessly search ghost towns for vintage jeans. Families weave heritage cloth for generations. Craftsman on foreign shores preserve the old ways while designers back home redefine the iconic five-pocket look. And all of us trade stories of how we got that perfect fade. *Blue Blooded* is the story of denim and denim culture: The secrets of selvedge. The true origins of the Osaka Five. The immigrants and inventors in the Wild West who created jeans. Exclusive profiles of the independent designers and makers invigorating the denim scene, like 3sixteen and Iron Heart, along with forces like Levi's that shaped the industry. No other garment has the iconic status of jeans. Jeans are never out of fashion, and they will continue to outlive other sartorial trends for the foreseeable future. A contemporary overview of our favorite article of clothing, *Blue Blooded* introduces traditional brands as well as designers who are stirring up the industry. The book covers the topic of jeans in its entirety—from their rivets to their various washes and from their cultural history to a recommended selection of stores where they can be bought. And, of course, the things every denimhead needs to know: How to wash—or not wash—your jeans. How denim is made. And how denim makes us who we are.

Book Information

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Customer Reviews

"Whether you want to geek out on the technical details of indigo dyeing, weaving and fabric finishes or discover the true origins of the Osaka Five, or you simply want to figure out how to style and wear your jeans, Blue Blooded provides you with a foolproof overview of our favourite wardrobe staple and trusty twill." WGSN

Thomas Stege Bojer is the force behind the online magazine Denimhunters. There, jeans lovers can find product recommendations, care tips, industry news, a well-informed glossary, and much more. He previously worked for a variety of fashion brands as a shop manager and branding specialist.

This is a substantial, thorough and authoritative text. It does not cover every brand and every style, but what it offers are very insightful, curated glimpses into select denim producers and how they deploy their craft. It offers a very personal exploration of the artists behind a particular brand and how they do what they do, but also, why they do it. This is an exceptional introductory text for the novice and a useful reference for the seasoned denim connoisseur who is bound to learn a thing or two as well. It is one of the most well designed and presented books I own, truly beautiful. The denim edged cover was an unexpected and wonderful surprise. Worth every penny.

Just perfect what we expected. We loved this book ' Blue Blooded'))

Great book for any denim head.

One of the best denim book of my collection! Clear and detailed descriptions, Nice photos, good layout and high quality paper.

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