

MADE IN OUR OWN FACTORY

MADE FOR EVERY BODY

PREMIUM DENIM WITHOUT EXTRAVAGANT PRICES

MADE WITH COMFORT AND FIT IN MIND

# THE BRAND

Idenim serves as a platform to provide denim to real people with fits for all ages, body types, and lifestyle. Elizabeth Bae and Claudia Bae Kye, founders of Idenim, are the second generation to 26 years of denim manufacturing solely in Los Angeles for some of the largest premium and luxury denim brands in the world. Utilizing this background, their passion for denim, and a fully vertical factory with a full development team, sewing facility, and denim wash house, they have created a brand with multiple fits including but not limited to skinny women, curvy women, slim men, athletic men, and also a kids collection.

## "FITS FOR ALL"

Idenim has utilized fabrication, wash color, silhouette, multiple fits, back pocket size, and sewing construction to visually make all body types look slimmer in the eye and also took into consideration comfortable jeans for all lifestyle.

#### **FABRICATION**

Stretchy and soft for comfort and mobility

#### FITS

Fits were made using standard model size as well Real people that have issues finding a brand that fits their body type

#### BACK POCKET SIZE

Emphasized on making a well proportioned pocket shape and size to create a flattering butt

#### WASH COLOR

Provides different shades to provide a variety of styles to match your outfits

#### **SILHOUETTE**

Created multiple leg openings and inseams to accommodate different body shapes and styles

### SEWING CONSTRUCTION

Used double stitch for the inseam along with busted outseams to flatten the thickness in order to visually shave off an inch to the leg

## THE FIT

#### GUIDE FOR YOUR CONCERNS





Try our "Slim Women" and "Slim Men"

BIGGER CALF SIZE



Try our "Straight Fit" for slim look on women!

BIGGER QUAD SIZE



Try our "Athletic Fit" for muscular men!

BIGGER HIP SIZE



Curvy fit comes in all washes!

KIDS SIZE

**Available from 2T-10T** 



Available upon demand

#### WHY YOU SHOULD SUPPORT IDENIM

WEAREA100% COMPLIANT COMPANY MEETING ALL AMERICAN AND MEXICAN POLICIES IN EMPLOYMENT, SAFETY, AND SUPPORTING JOBS AND RESIDENCY IN THE US.

IDENIM PRIDES IN SEEKING TO PROVIDE FITS FOR EVERY SINGLE BODY TYPE AND AIMING TO BE A "ONE STOP SHOP" FOR YOUR DENIM NEEDS.

TO GAIN YOUR TRUST, WE CUT OUR MARGINS TO PROVIDE YOU THE BEST PRICE FOR PREMIUM DENIM STARTING AT \$112.

#### THE REASON BEHIND

### "ONE STOP SHOP"

#### FOR YOUR ENTIRE FAMILY

With the wide variety of fits and styles we provide including denim for kids, we wanted to make sure that we have denim for an entire family. Ranging from basic styles that are timeless to your closet, we also have vintage collections as well as our luxury novelty collection for the fashionista individuals.



## OUR COLLECTIONS







#### THE MOVE

Our Women's Basic Collection

This is our Women's Basic Blue Collection that comes in both Slim and Curvy Women. Inspired by functionally and the movement of the body, we focus on comfort and stretch.

#### THE PLOT

Our Men's Collection

This is our Men's Basic Blue Collection that comes in both Slim and Athletic Men. Inspired by resilience and comfort, we focus on comfort and stretch.

#### THE NATIVES

Our Vintage Collection for both men and women

Inspired by the beauty of wear and tear, we focus on modern fits with vintage washes for both men and women.

#### TOP OF MIND

Our Novelty Collection for both men and women

Inspired by fashion trends, we focus on colors, novelty fabrics and unique fits.





Los Angeles Times



WGSN

**Fashion Maniac** 



**FASHIONISTA** 























GUEST of GUEST

MODERN LUXURY







## STAR STYLE

Actress **Mila Kunis** on a casual coffee run in Studio City wearing Idenim with a casual loose top and sneakers.



1denim Slim Skinny Jeans in Grove

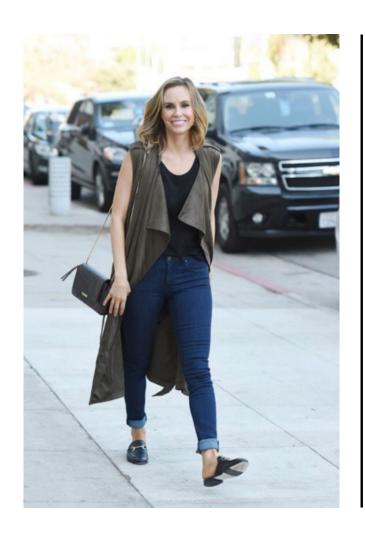
## STAR STYLE

Actress and model **Bella Thorne** on a walk in Los Angeles styling Idenim in a grungey look with a bold red leather jacket and combat boots.



1denim Slim Skinny Jeans in Grove





**Keltie Knight** (TV presenter and former professional dancer) in Los Angeles wearing Idenim with a simple black top and loafers.



https://www.instagram.com/p/BM2H\_FYB0uy/

1denim

NOVEMBER 15, 2016

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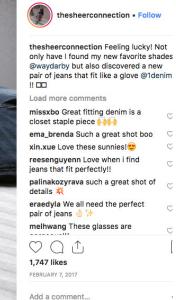
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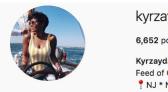
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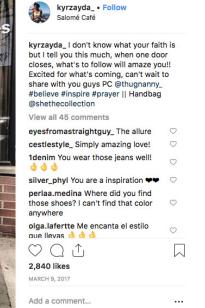
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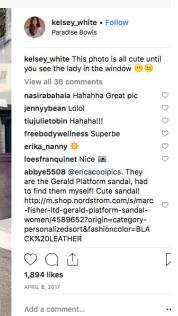
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