

OUNCE.

Authentic Denim Care

Adem Önalın, Natsuki Hayashi, Souvik Paul

Denim heads are obsessed premium denim, and often take unusual measures to develop fading on their jeans.



Raw denim is denim that has not undergone the usual washing or distressing process.



Selvedge denim is made out of denim woven on an old-style shuttle loom with a continuous weft and a narrow width (usually around thirty inches).

Selvedge refers to the narrow, tightly woven band on both edges of the denim fabric. A selvedge end prevents the edge of the denim from unravelling and shows a clean, finished look.







@indigovein



@indigovein

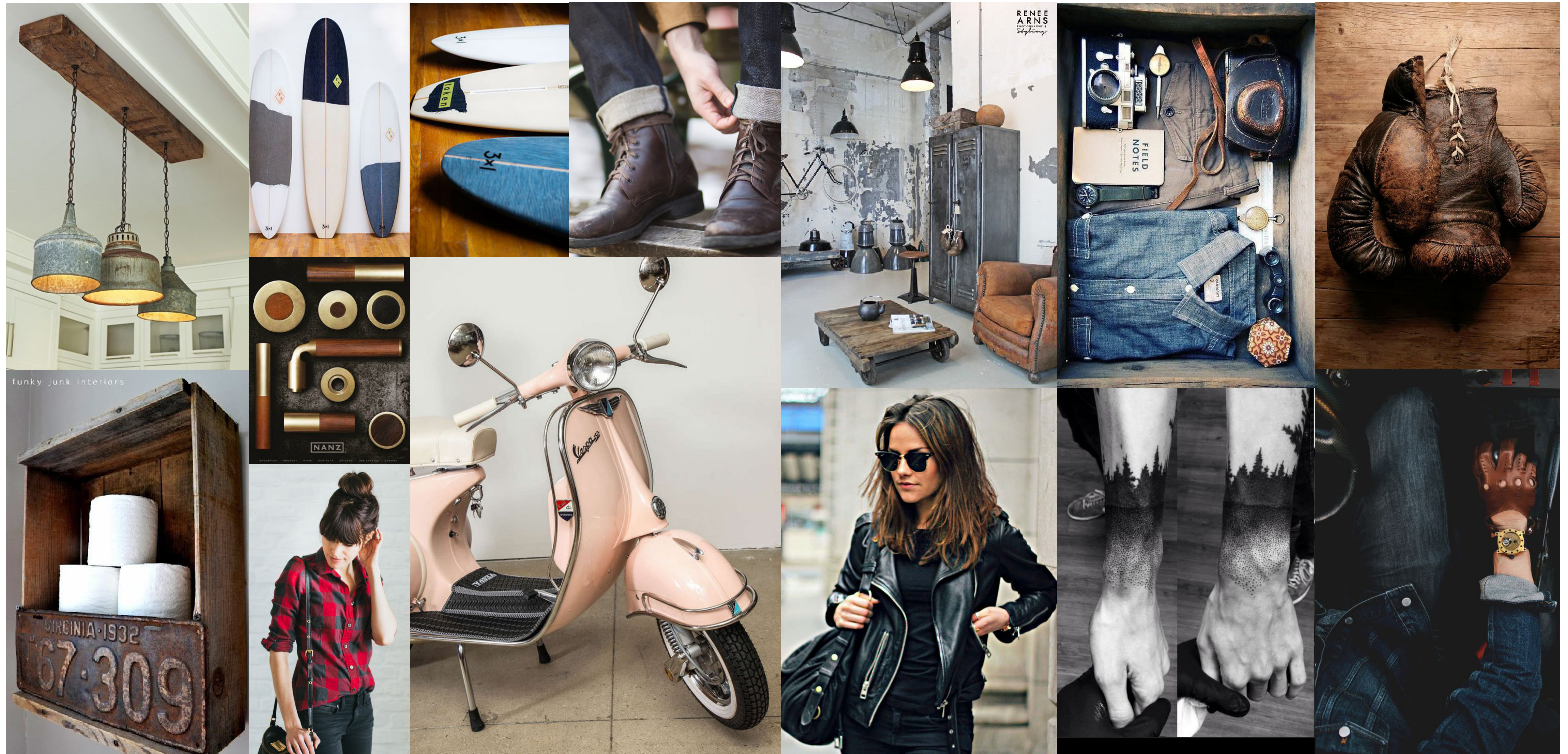


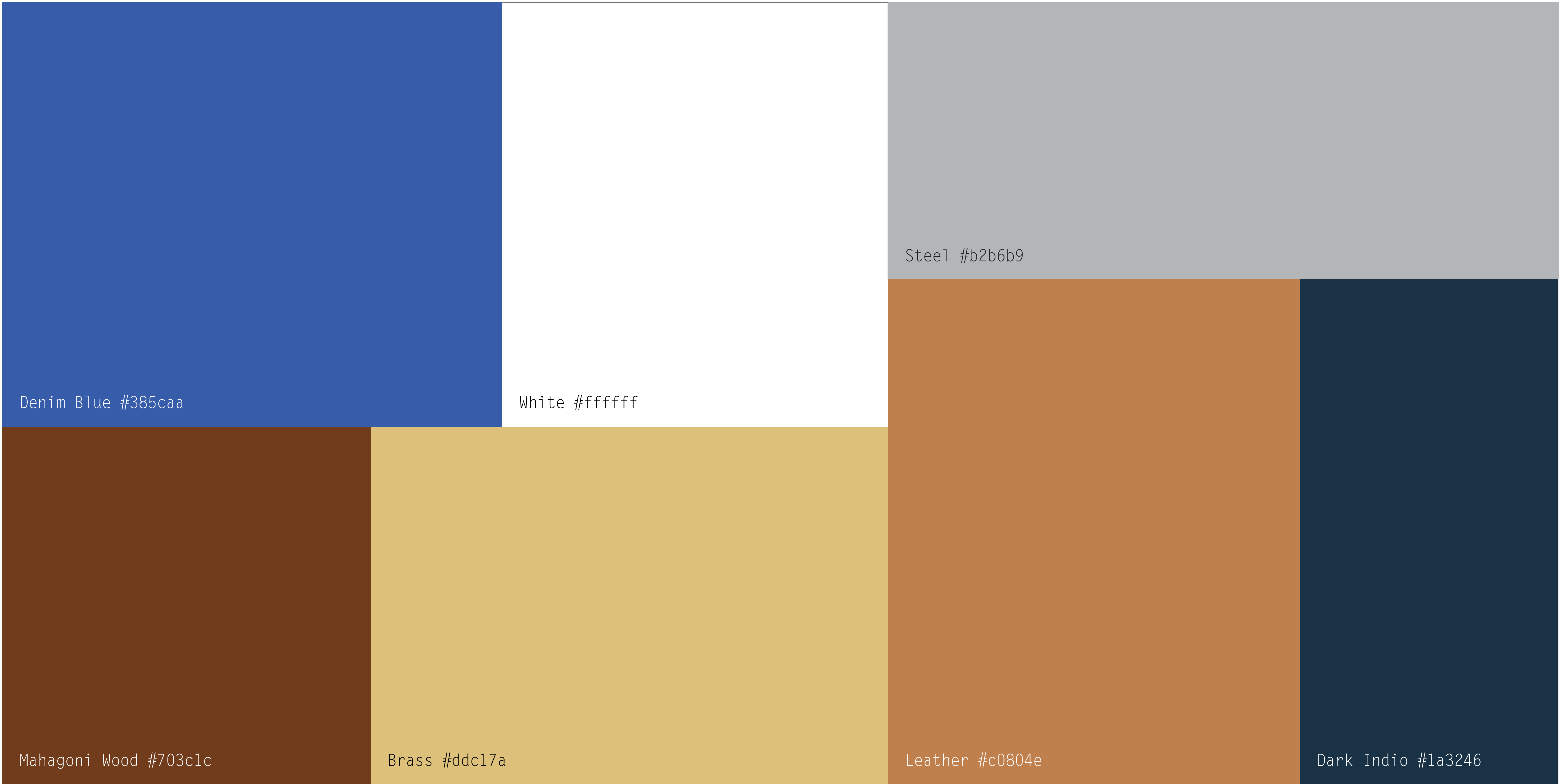
@swissjeansfreak



@spitfiredealer









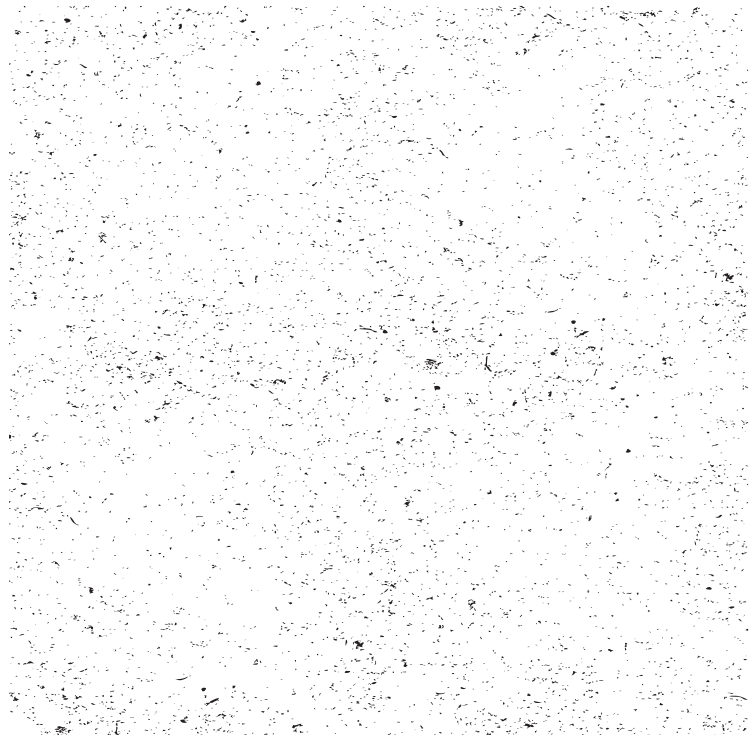
FADE

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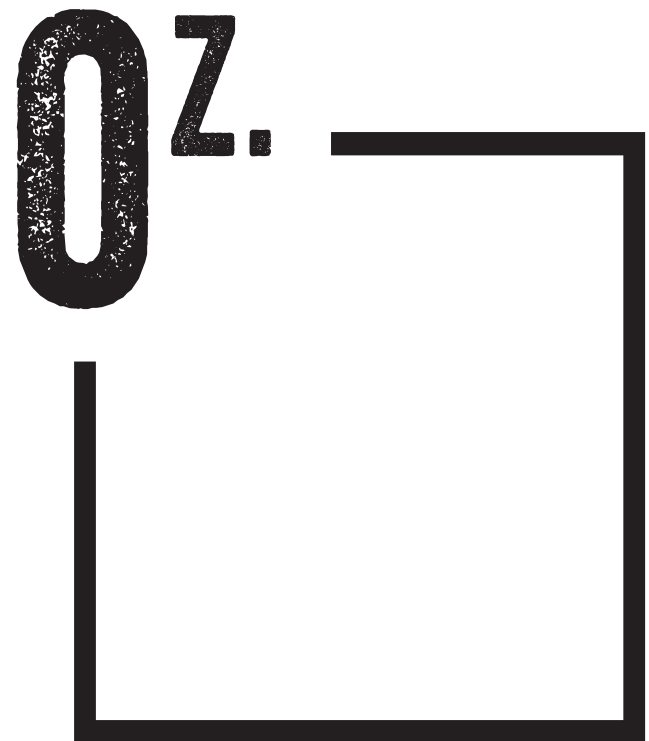
authentic denim care

OZ.



PHADE

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ounce



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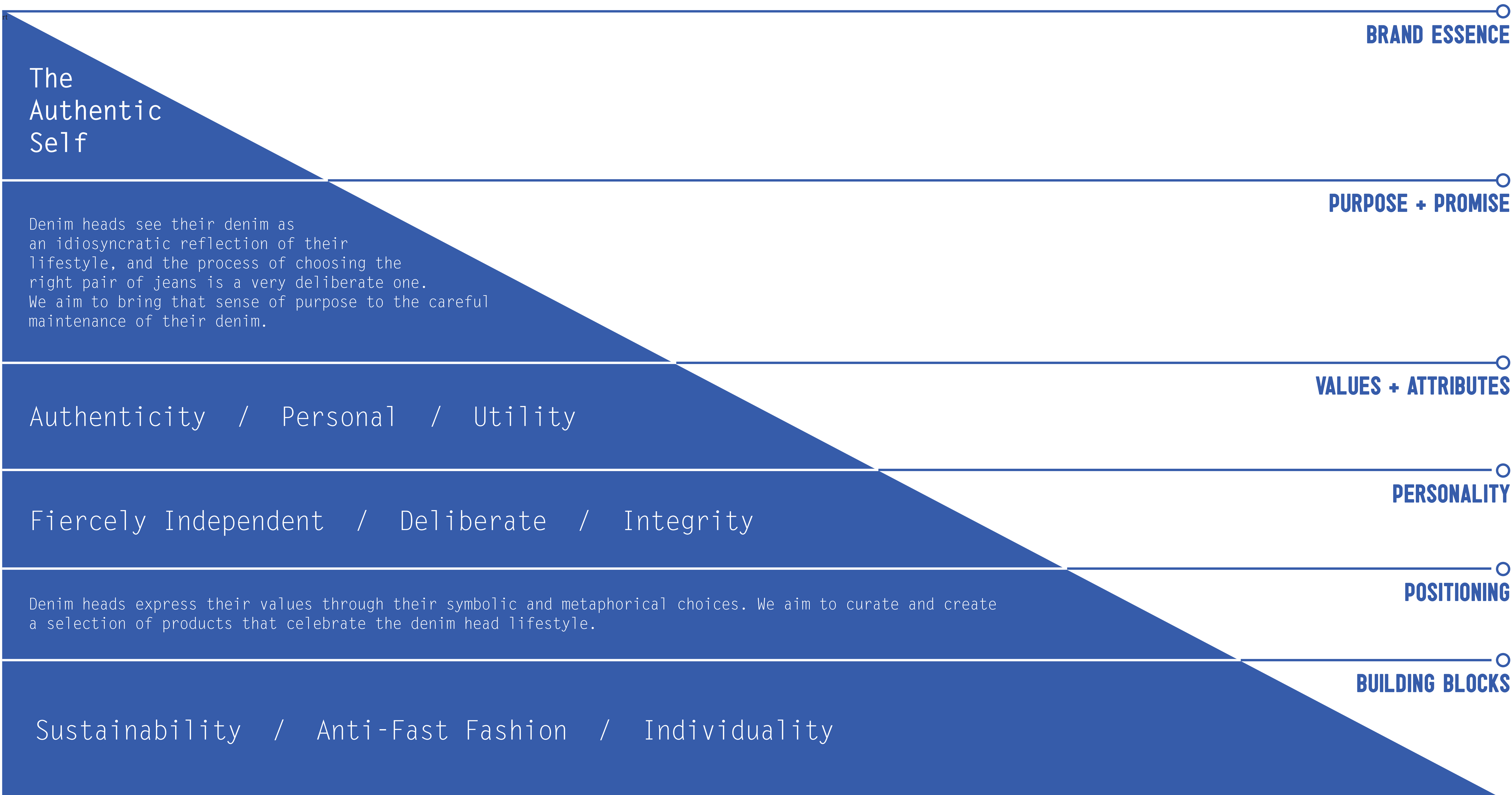
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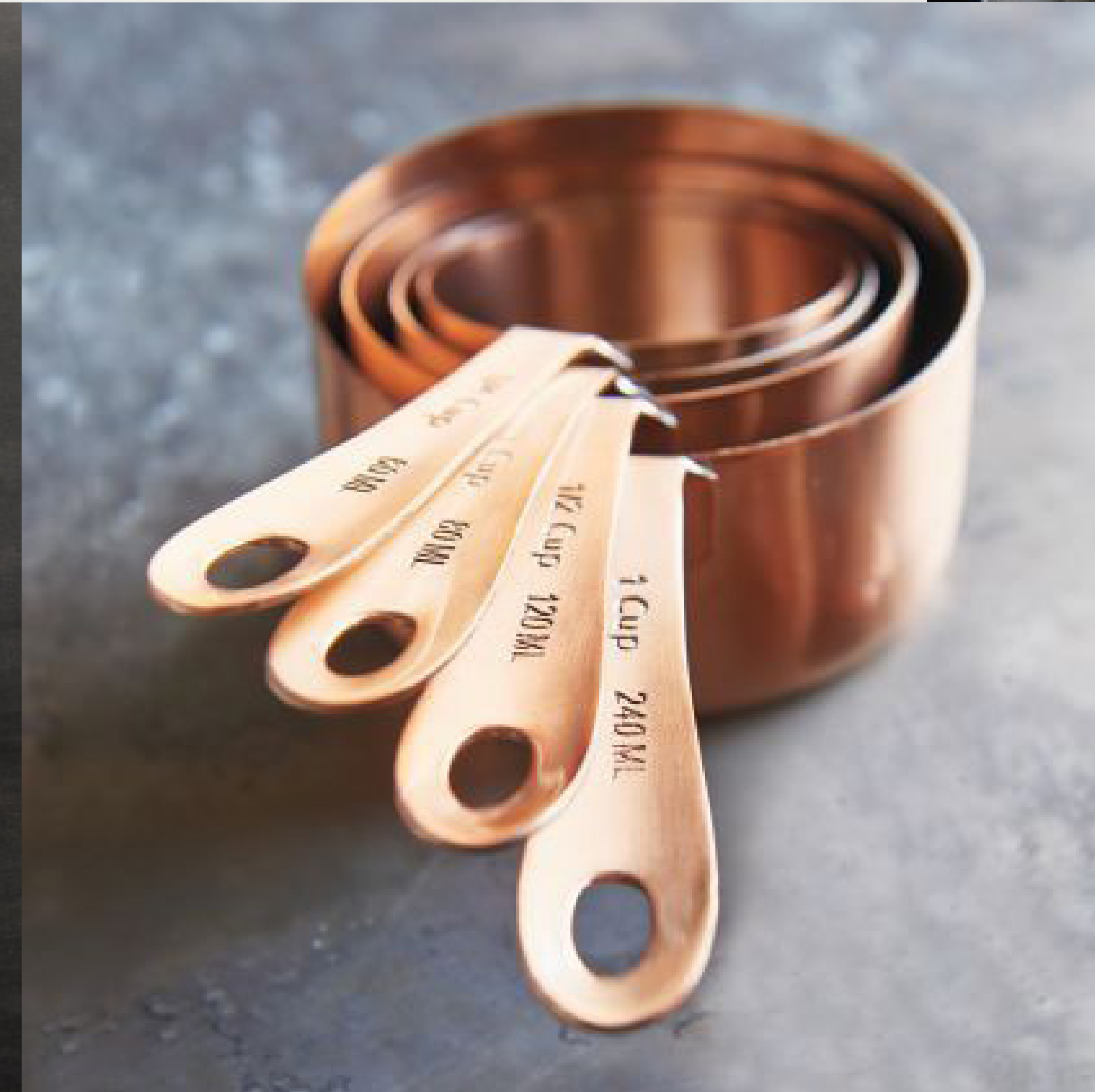
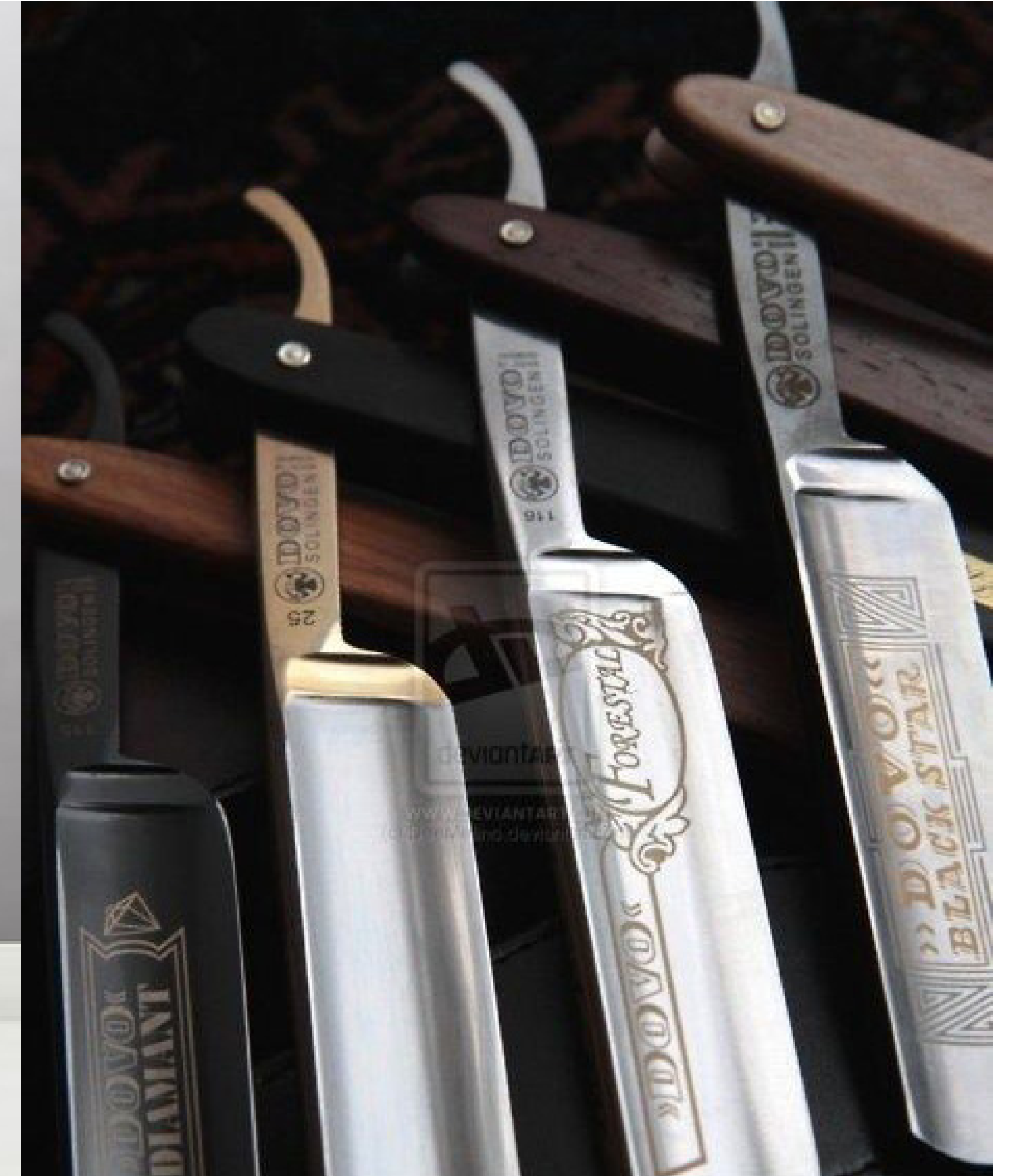
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SECONDARY: Letter Gothic Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789

BRAND PYRAMID



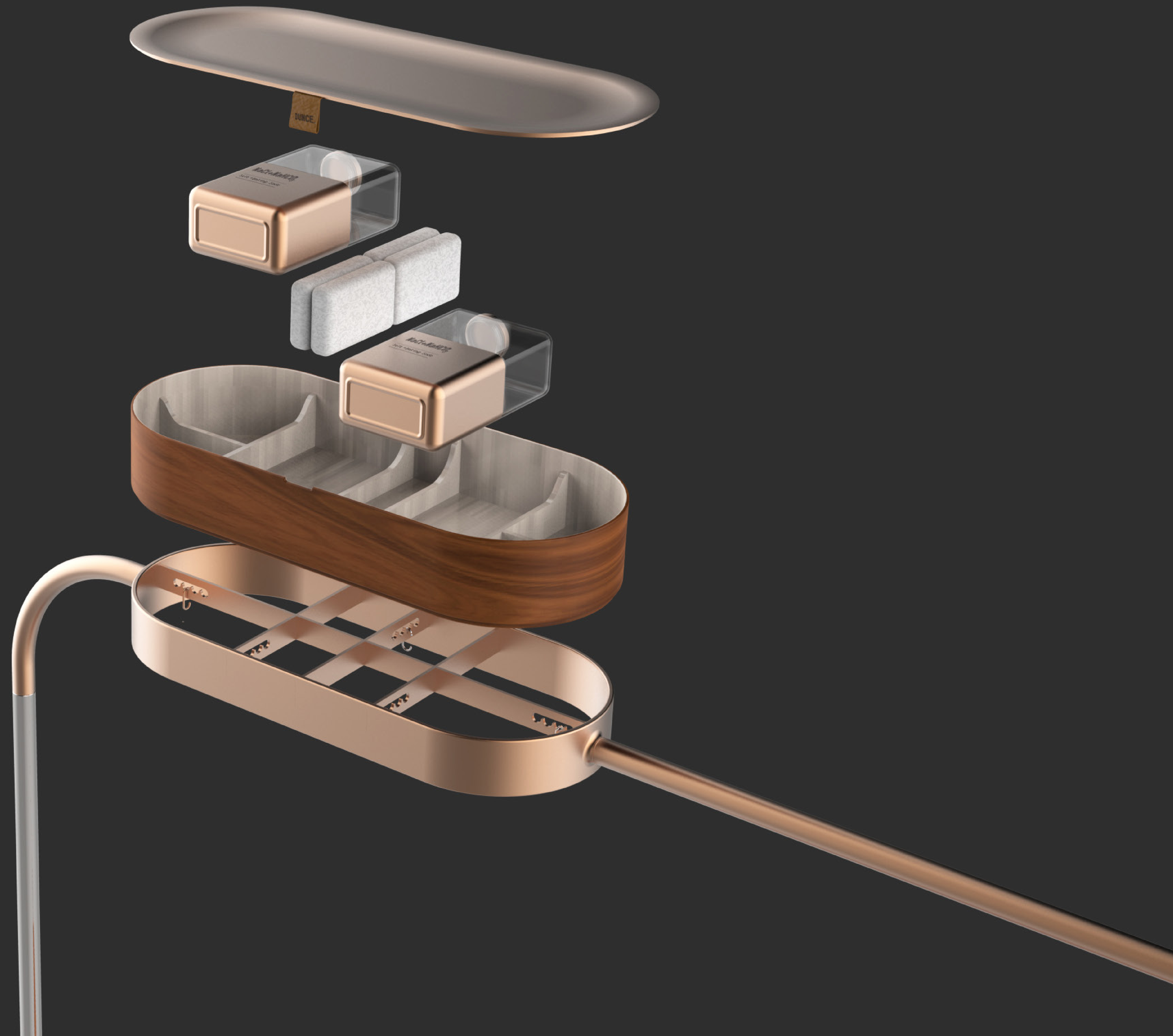








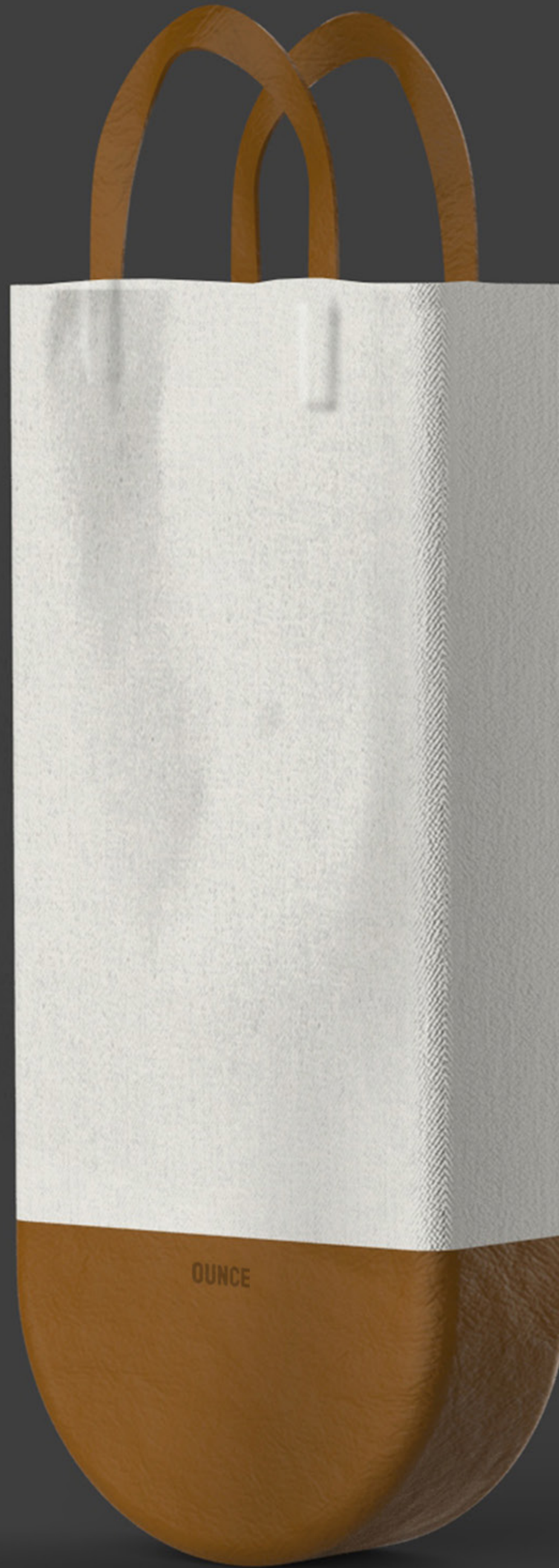












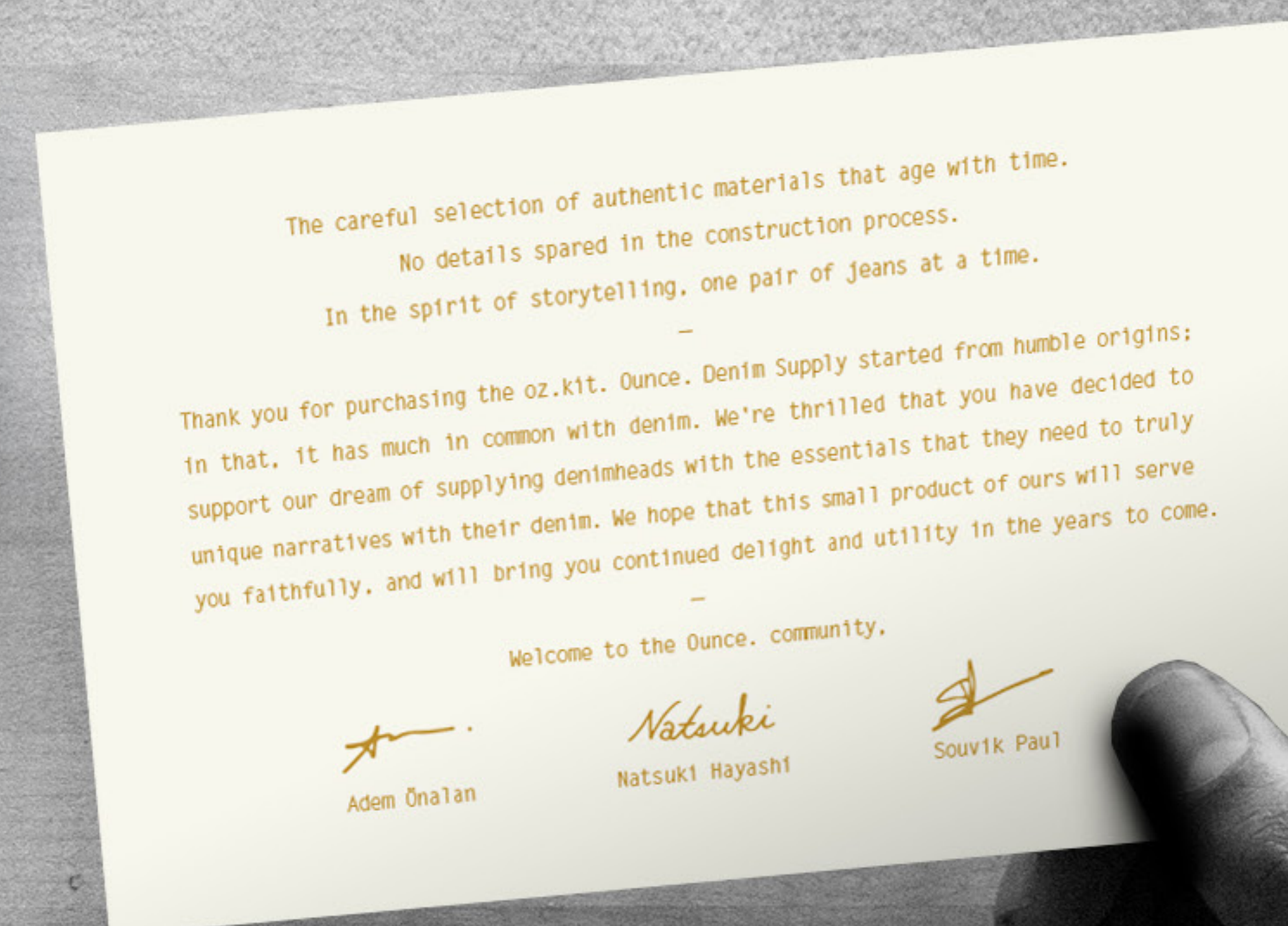
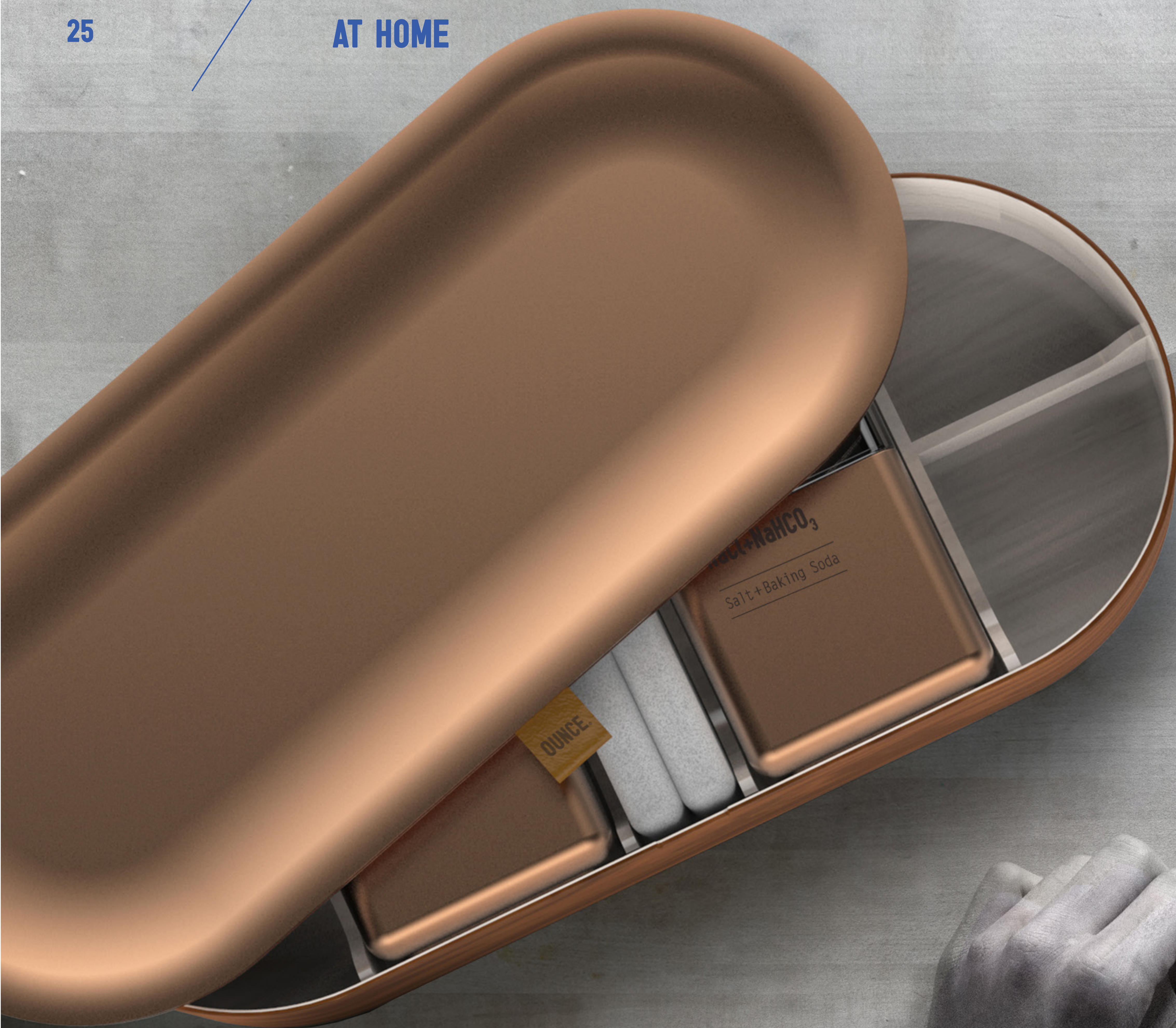




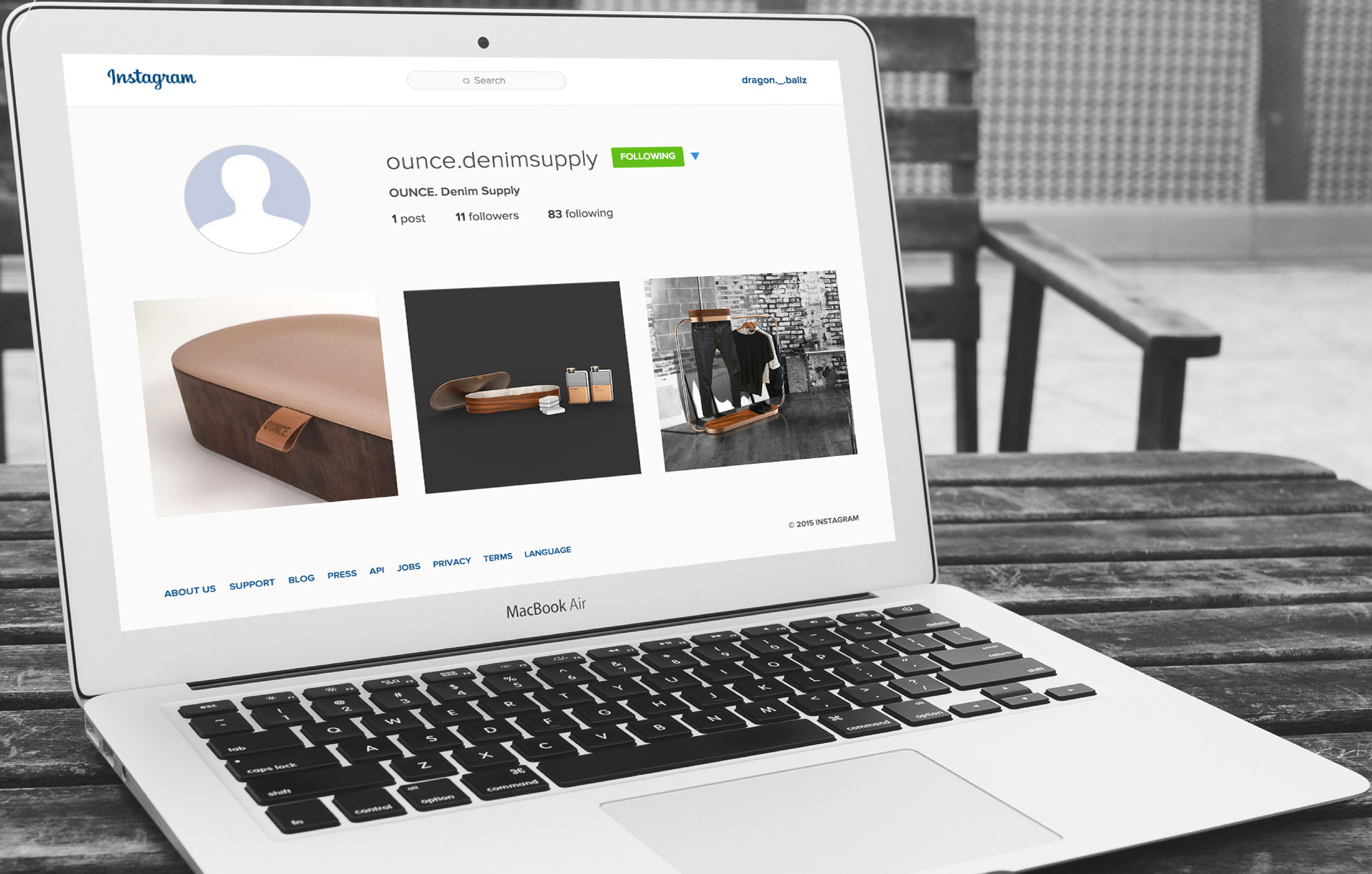
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Careful selection of materials that age with time.
No details are spared in the construction process.
In the spirit of storytelling, one pair of jeans at a time.

Oz. STAND**Oz. KIT**







WAYWT? [Denim Version]

supertalk.superfuture.com/index.php/topic/144726-waywt-denim-version-2013/

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WAYWT? [OUNCE.]

Started by #GRAY, Nov 09 2015 05:37 AM

Page 1 of 50

123next»

This topic is locked

1496 replies to this topic

#GRAY

super

Posted 09 Nov 2015 - 05:37 AM

New Year, New Thread.

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Vans

Vans

Vans

J. Crew

Viaplana 103-RD Standard

Vans

remoting my camera through my phone...

1

CoffeeNapkin

superfuture → supertalk → superdenim

29 votes

Ounce. Heavyweight Denim Championships 2015 - Official Thread

Started by Megatron1505, Dec 24 2015 07:17 PM

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Please log in to reply

5014 replies to this topic

Megatron1505

#1

superjunkie

Posted 24 December 2015 - 07:17 PM

member

3,736 posts

joined 15 december 09

style: rough trade

attitude: paranoid

biography: bald, ginger beard


location: Notts, UK

wish i was in: bed

talents: sarcasm

occupation: arms dealer

denim: size 36



START DATE 1ST APRIL 2015 · ENDS 1ST APRIL 2017

So, months after first announcing that the Heavyweight Championships would indeed have a Round 2, here is the official thread!!

Since the announcement things have moved on pretty fast, we have many things that we didn't have in the OG round for version 2.0. Firstly, the things that everyone does know about...

- Multi - brand/ retailer sponsorship for a much wider range of prizes including money and goods.

- Two categories of competition, Heavyweight (17oz to 20oz) and Super Heavyweight (21oz and upwards), plus an ultimate, undisputed, overall Champion.

- Only one pair of jeans per entrant, meaning competitors can only go into one side of the competition.

- Greater interaction for competitors, ensuring some fun times and crazy situations for all involved.



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For Denim Heads