

miner49er



FOR IMMEDIATE RELEASE:

Coming November 15, 2008...

Miner49er is a retail concept shop worth its weight in gold for discerning vintage denim fanatics. Take a trip back to the California of 1849, right here in San Clemente, CA.

Miner49er will showcase premium selvage denim from California based "Denim Design Lab" and Montreal based "Bzen," as well as vintage inspired T's, books and other unique and hard-to-find items.

All men's & women's jeans sold in miner49er are produced from denim woven on vintage shuttle looms, built to last using the same hard wearing construction techniques found on vintage work wear. Miner49er offers styles designed with the quality and simplicity of the original jeans worn by the 49ers, in updated, modern fits. Denim built so tough, you can trust your gold nuggets will be safe...

Housed in an historic 1920's building (said to be the 3rd building built in San Clemente), miner49er will also feature a small, permanent museum with original artifacts focusing on the history of vintage denim as well as items dating back to the California Gold Rush in the mid-1800's.

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