Denim Design Lab @ American Rag Cie
launching August 1, 2009

Vintage inspired selvage denim for the fanatics...

Available in Los Angeles
Exclusively @

WORLD DENIM BAR

AMERICAN RAG CIE

Denim Design LAB™

Denim Design Lab @ American Rag Cie

We are excited to announce the Los Angeles launch of Denim Design Lab at American Rag on August 1, 2009.

Denim Design Lab wrote the book on vintage denim, literally. Now, DDL is drawing upon its extensive knowledge of the history of denim to bring denim fanatics a modern twist on vintage work wear.

Starting from the absolute best materials available, we transform selvage denim woven on vintage shuttle looms in North Carolina into modern masterpieces, borrowing key design lines and construction techniques from vintage work wear jeans, in comfortable modern fits, to create what we call "modern vintage."

Stop by American Rag to see what all the fuss is about...

Denim Design Lab
www.denimdesignlab.com
420 N. El Camino Real, San Clemente, CA 92672
949.366.3307 / info@denimdesignlab.com

American Rag Cie
WORLD DENIM BAR
www.amrag.com
150 S. La Brea Ave., Los Angeles, CA 90036
323.935.3154 / info@amrag.com