



Press Release

**Denim – A Timeless Classic**

 **The Mall**, in collaboration with **BJ Jeans** and **Thai Life Insurance Public Company Limited**, together host “**Denim Made Men**.” The event will unveil the hottest denim collections from numerous leading brands through three different looks that are ideal for any gentleman’s activity. In addition, shoppers will stand a good chance of a golden opportunity to experience the genesis of denim innovation at Nîmes, France. Not many may know that the word ‘denim’ derived from the word ‘De Nîmes,’ or the gorgeous city of Nîmes that is situated on the south of France, between the Mediterranean sea and Cévennes mountains. The city is a popular tourist attraction with a rich Roman cultural flair, therefore, it is frequently referred to as the French Rome. There, a weaver had developed the denim fabric using soft cotton twill textile, in which the weft passes under two warp threads, making it especially sturdy.

 Additionally, highlighted in the very beginning at the city of Nîmes were the indigo dying process, in which only the warp threads are coloured and the weft threads remain white. This dying technique creates the denim’s fading characteristics that cause it to gradually discolour as the white inside the more it is washed, while also exposing the unique discolouration produced by creasing—more commonly called amongst fans the ‘faded denim.’ It is a characteristic of most indigo denim that only the warp threads are dyed, whereas the weft threads remain plain white. As a result of the warp-faced twill weaving, one side of the textile then shows the blue warp threads and the other side shows the white weft threads. This is why blue jeans are white on the inside. The indigo dyeing process, in which the core of the warp threads remains white, creates denim's fading characteristics that are unique compared to every other textile.

 **Chairoj Sridecharinkul**, **Group General Manager Merchandising of The Mall Group**, shares, “Denim is definitely one of the most popular, must-have items for men because it exudes a smart and classic appeal that will never be out of fashion. It is also easy to mix and match, creating a range of diverse looks and styles. Another charm of denim is how it discolours and creates unique fading patterns that make it a one of a kind, a quality that makes denim a trend that never dies. At the Men Intrend department of The Mall, we guarantee an extraordinary denim destination that enables shoppers to create a head to toe denim look. We are determined to offer a wide array of products and are continuously introducing fresh pieces to cater to those in different lifestyle segments, such as customers who are fans of motorbikes or cycling, or simply looking for new outfits to wear to casual gatherings or the office.”

 Accordingly, the event will present three looks that will meet the demands of varying denim lovers, those including:

**Origin of Work:** Pair your favourite denim with a dapper blazer in the colour of navy, brown, grey or black. This look exudes a stylish gentleman that seeks a functional outfit for everyday, robust tasks.

**Origin of Play:** This look is ideal for men who enjoy freedom and adventures. Denim is a must-have item that will enable wearers to live the life he wants. Select a comfortable pair of denim that has elasticity and lightness. Create an ensemble that includes a cool jacket and commuter denim jeans, a type ideal for motorbike and cycling fans.

**Origin of Love:** This is the look for the party lads that love a fun night out with friends and the ladies. An essential match includes a button-down shirt with a quality pair of denim. A denim-on-denim look is another trendy option at the moment. Additionally, you can opt for a laid-back look that includes a pair of slim-fitted denim, a printed T-shirt and a dapper jacket, accessorised with piece of jewellery or a pair of sneakers or leather kicks—a stylish look that will make women turn their heads in admiration.

 Denim is without doubt a key item that should be in every gentleman’s wardrobes. It is perfect for every occasion, while oozing a classic, yet sharp look. A staple for decades, denim has never been out of trend across the globe. Another charm of it is how denim is not just fashion, it can also be considered a masterpiece of art for wearers because of its unique discolouration patterns that make it the one and only piece in the world.

 Apart from bringing together an assortment of denim pieces for fans to shop, The Mall is also offering special promotions to its valued customers at Men Intrend, with a range of products including denim, menswear, men’s shoes, men’s accessories and luggages. Promotions will include 50% off selected denim items and 15-20% off regular counter brands throughout 18-21 June, 27-29 June, 30 June-5 July and 11-12 July exclusively for Citi M Visa members. Furthermore, for every 2,000 Baht purchased per brand and per receipt, customers will receive one coupon (a purchase at BJ Jeans will receive two times the offer) that will enable special opportunities for a single winner to acquire a 6-day trip to France for two for the value of 210,000 Baht and three winners to acquire Nixon’s The October timepiece for the total value of 53,700 Baht. In addition, show your Denim Made Men message from @TheMallgroup LINE official account to receive a free denim book with every 3,000 Baht purchase for the first 1,000 customers, or show your Thai Life card to receive a 500 Baht voucher for the first 100 customers only.

\*Find out more details at the department.

 **Denim fans should not miss this golden opportunity! Select your favourite denim pieces for your personalised look at “Denim Made Men” from 18 June to 12 July at Men Intrend at all The Mall branches.**

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