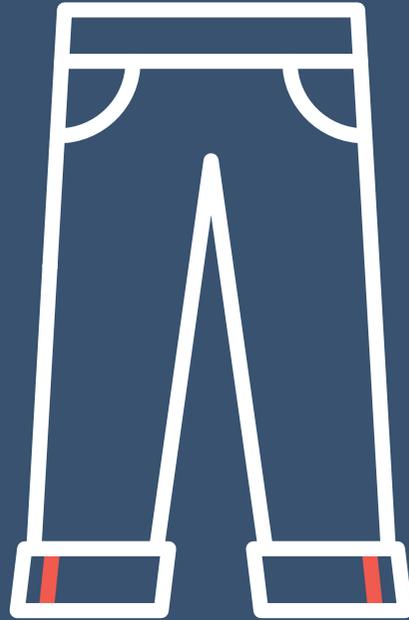




Amsterdam  
Denim Days  
2018



# Denim Days Festival

October 27 – 28  
Gashouder, Westergasfabriek  
Amsterdam



Denim Days Festival

## Denim Days Festival 2018

Get ready to immerse yourself in a world of all things indigo! Amsterdam Denim Days unites the true-blue community of denim lovers, addicts and fanatics as well as denim brands, buyers and mills. This indigo-soaked two-day shopping event includes the coolest vintage treasure hunting, creative workshops, product launches and demos, inspiring speakers, live music, food & drinks and many more to explore.

### Tickets & Info

#### Location

Gashouder, Westergasfabriek  
Klönneplein 1, Amsterdam

#### Date & Time

Saturday October 27, 11:00 – 20:00  
Sunday October 28, 11:00 – 18:00

#### Tickets

€ 10,- excl booking costs online / € 15,- at the door /  
Student tickets only €5,- at the door with valid student identification card

[www.denim-days.com](http://www.denim-days.com)

For people who love denim, make denim and buy denim

## Denim Venue

Gashouder, Westergasfabriek  
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#### Advance Denim

Experience the past and the present at Advance Denim. At one end, you can use your artistic skills and personalize a gadget to experience the past. At the other end, you will discover the digital world of denim with today's technology.

#### Amsterdenim

Douwe Bob worked together with Amsterdenim for his new album merchandise. You can win a limited signed denim canvas of Douwe Bob's new album cover. Want to meet Douwe Bob? He will welcome you on October 27 at 13:00 at the Amsterdenim booth.

#### BLUE DAZE by Summum

BLUE DAZE is Summum Woman immersed in a bath of indigo. Both tough and feminine, the perfect pair of jeans for everyday life. Get in higher indigo spheres and get inspired by BLUE DAZE by Summum.

#### Atelier Reservé

Atelier Reservé, who are known for their one-of-a-kind re-constructed jackets, have been travelling to hunt for the coolest and limited vintage denim pieces around the world. They will bring them back to life during Amsterdam Denim Days.

#### Alfredo Gonzales X Textielfabrique

Choose a pair of Alfredo Gonzales' socks and get the tools and instructions by Textielfabrique to make your own indigo dip dye. Go as crazy or basic as you want! Pains: 20 euro per person. Gains: Indigo dyeing knowledge and experience and a pair of Alfredo Gonzales socks in a gift box.

#### Bossa

At the DENIMREMADE workshop, Turkish artist Deniz Sağdıç will create artwork on-the-spot by using Bossa's old garments. And since Bossa loves to see our visitors using their denim skills, you can be part of this artwork!

#### Chikiri

Japanese Denim, Craft Beer and Sake blend together! Check out Chikiri and NSWear for the first time in Europe.

#### Concrete Matter

Concrete Matter brings you a carefully curated selection of vintage clothing ranging from military to denim workwear. Our selection features vintage icons and pieces that will make it possible to create your own unique style.

#### DENHAM the Jeanmaker

To celebrate their 10 years anniversary, DENHAM the Jeanmaker has partnered with NORR11, to introduce DENHAM furniture. The 10-piece collection includes bar stools, dining chairs, a daybed, lounge chairs and ottomans. Each is expertly crafted from a unique indigo leather, which is a nod to DENHAM's passion for jeans.

#### Denim City

Denim City is an innovation campus in Amsterdam with a clear mission: to connect and inspire our stakeholders, to bring our industry 'Towards a Brighter Blue'. At the festival artist and painter Zunia will work on a huge denim painting.



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### Denim Privé

All the way from Nîmes, Denim Privé will shine a new light on conventional production, without replacing the traditions and the quality.

### Indi Kids

Indi is a line of clothing for children that honors the tradition of natural indigo dyeing and techniques that have been passed down for generations.

### Kings of Indigo

This summer, Kings of Indigo took their Triple-R philosophy of Repair, Recycle, Re-use, to the next level by asking their fans to be creative with the B-stock jeans & trims via the #reusetheblues contest. Come by and see what brilliant pieces were made and meet the incredibly talented people behind them!

### NDL

NDL and ZIN Motowear will feature menswear pieces that are made of performance technology fibers.

### Naveena Denim Mills

Naveena Denim Mills teamed up with Jonathan Christopher Homme to create a collection, made of the sustainable denim fabric HORIZON of Naveena Denim Mills.

### Nudie Jeans Co.

Get your denim repaired or customized by denim artist Michael Lundin at the Re-Use Pop-up and an on-the-spot repair station. Get inspired by his special visual effects on the sewing machine check out their great selvaige re-use offers available to buy.

### Orta Anadolu

A curiosity around vintage continues to be a huge source of inspiration for ORTA. Archive Chronicles encapsulates 65 years of weaving stories - the past, present and future of denim. All the designs and washes were developed with The Vintage Showroom in a journey, from our Kayseri Mill to Italy.

### Planq

Planq is a sustainable innovation and design studio. With knowledge of materials and passion for the environment Planq creates interiors and furniture based on waste resources. All the furniture is made from old denim into contemporary design.

### Red Wing Amsterdam

Red Wing Amsterdam specializes in work boots and shoes tough industries like mining, logging and farming: denim also used to be worn for this very reason. That's why a pair of Red Wings and some well worn denim is a perfect pair! At Amsterdam Denim Days they will show the classic styles of the Red Wing Amsterdam collection.

### Ruedi Karrer Vintage Expo

Ruedi Karrer (aka @swissjeansfreak) has been collecting jeans since he got his first pair in 1973: a donation he had to share with his brothers at first. Now he owns over 14,000 denim items and selected a number of iconic pieces to showcase during Amsterdam Denim Days.

### Shin Denim by Japan Blue Co.

Japan Blue Co. celebrates the launch of their new innovative denim fabric Shin Denim with a Japanese tea ceremony in Amsterdam Style. Shin Denim is specially developed for the design and furniture market. They also launch 'The Amsterdam Capsule Collection' designed by alumni students of Jean School and initiated by HTNK, Denim City and Japan Blue Co.

### Snake and Dagger

Weaving together denim stories from around the globe, Snake and Dagger showcase the best of Japanese craft and London attitude through their decadent and distinctive jeans.

### Sooty

At Amsterdam Denim Days, Sooty collaborates with the inspirational crafts of Blue Print Amsterdam and hosts an all-blue indigo print workshop, where you are welcome to get your hands blue! Find out more about the newly introduced Future Possibilities platform and be part of the dialogue on responsible consumption. And to top it off, Sooty will also be presenting the launch of their C2C Gold Certified line!

### Tenue de Nîmes

Award winning denim establishment Tenue de Nîmes from Amsterdam showcases their latest 10th Anniversary release with Momotaro Japan, as well as their special 'Blue Propaganda' Denim Days tee in collaboration with Office of Information.

### The Vintage Showroom Ltd.

'Worn / Kingpins Volume 1' is a collaboration between The Vintage Showroom and Kingpins Show. The unrivaled archive and expansive knowledge of The Vintage Showroom, mixed with The Kingpins Show ethos for quality and forward thinking, gives you the perfect recipe for inspiring denim lovers. The Vintage Showroom will be bringing 'Worn / Kingpins volume 1' along with some pieces from their London archive.



## Workshops & Specials

**Come over and customize, get filmed, shop till you drop and create beautiful blues at the workshops of Amsterdam Denim Days Festival. Check out where you can tweak, dye, stitch, screen, print and buy.**

### The American Book Center

Find the latest books on denim and denim culture at the ABC – The American Book Center – pop-up book shop at Blueprint Festival.

### Amsterdam & Co Upcycle Studio

Make sure to bring your used denim, because at the Upcycle Studio you'll cut, tear, sew, embroider, paint to give your old denim an upgrade. Get inspired by Bas Kusters and his team of Jean School Students at Amsterdam Denim Days.

### Big Blue Coloring Picture

Be part of our Denim Days painting project. Denim Days created a gigantic colouring picture which needs some blue colors. We need you and your kids to help us finish this denim inspired piece of art!

### BORO\*MINI

BORO\*MINI sells 100% plant based baby products colored with plants & roots, produced in a social sustainable way in their own BORO\*ATELIER in Amsterdam. Visit their workshop at Amsterdam Denim Days, where you can experience live screen printing.

### CKX Studio

Cyanotype is a photographic printing process that produces a cyan-blue print. Come make your own hand printed cyanotype on wind powered, handmade cotton paper, made out of recycled denim & workwear, during the blueprint workshop hosted by CKX Studio. Visit their booth to get the finest selection of Japanese and French vintage workwear, blueprint artwork, indigo craft, and more blue treasures.

### Curated Store by HTNK

Discover and shop the bluest, newest, most happening labels and next generation brands selected for you, such as Pins & Juice, Heroes on Socks, Jouez Les Enfants, Maison Indigo, Maium, Book of Denim, Atelier Tossijn and many more. You can also find our Denim Days merchandise over here!

### Denimrepair.com

Denim Repair's goal is sustainability. Because far too much clothing goes to waste, Denimrepair.com offers free repairs at Amsterdam Denim Days.

More Workshops & Specials →

### Dutch Heroes

Amsterdam Denim Days carefully selected these four Dutch Hero denim craftsmen / women, that deserve an indigo spotlight:

- **Butts & Shoulders**
- **C. Cruden**
- **LEBL Studios**
- **Sashiko Denim**

### Jean School Studio

For the ultimate bespoke denim, the students of Jean School are producing denim tote bags on the spot. Purchase and customize your special Amsterdam Denim Days denim bag in the workshop area or have your it (or your own denim jacket) painted by Roos Batelaan Illustrations.

### OneBlade Studio

Phillips OneBlade and men's lifestyle magazine JFK are calling all hairy men. Do you grow a beard or moustache to go with your denim outfit? At the OneBlade Studio you will feel right at home. Get a grooming treatment by professionals, carefully selected by JFK, or try the OneBlade yourself at the DIY station.

### Tin Type Studio

The TinType Studio is a mobile photo studio using an artisan photographic process from the 1850's, where silver is used to make a direct image on glass or metal.

## Big Blue Denim Market



Shop the best brand new denim items, find special vintage treasures or the coolest gadgets and accessories at our Big Blue Denim Market.

- 877 Workshop
- Angelo Verga Contemporary Jewelry
- BABYFACE
- Benzak Denim Developers
- BLUE HANDED
- BLUE REBEL
- BORO\*MINI
- CKX Studio
- CREATIVE-BERTO
- denim.lab
- Denimcratic LLC
- IF DENIM & Blue Days Footwear
- Indigo People
- Let the story beGIN, HOW ABOUT DENIM
- mini.lab
- Mood Indigo
- NBDN
- PILAR ROSALES
- Rallyraiders
- selvage.lab
- TWIMMS
- Zipper vintage clothing



## Denim Talks

Gashouder, Westergasfabriek  
Saturday October 27, 13:00 – 16:30  
Sunday October 28, 14:00 – 16:30

A number of inspirational talks and presentations are scheduled for Saturday and Sunday at Denim Days Festival. Personal visions of denim experts on innovation and sustainability. Pop in to learn, get inspired and listen to denim stories from the industry experts:

## Saturday October 27

- 13:00 – 13:30 **Amy Leverton - Founder Denim Dudes**  
'Denim Duettes in a Dudes World'
- 14:00 – 14:30 **Jason Denham - Founder and Chief Creative Officer of DENHAM the Jeanmaker**  
'10 Years of DENHAM the Jeanmaker'
- 15:00 – 15:30 **Sevgin Sicim - Global Sourcing / Denim Fabric Manager C&A**  
**Eva van der Brugge - Innovation Manager Fashion for Good**  
'What did it take to make the first circular jeans?  
A collaboration between C&A, its suppliers and Fashion for Good'
- 16:00 – 16:30 **Tony Tonnaer - King of Inspiration Founder Kings Of Indigo**  
'Low Impact Denim'

## Sunday October 28

- 14:00 – 14:30 **Celia Geraedts - Indigo Master Blue Print Amsterdam**  
'A blue handed trip through the world of indigo & sustainable small batch production'
- 15:00 – 15:30 **Bert van Son - CEO / Owner Mud Jeans**  
'Lease a Jeans - Circular Economy'
- 16:00 – 16:30 **Dennis Teeuw - Founder / Owner Designstudio Planq**  
'From Old Denim to Interior Design'

## Food & Drinks

Gashouder, Westergasfabriek  
Saturday October 27, 11:00 – 20:00  
Sunday October 28, 11:00 – 18:00



### Bar by Beerwulf.com

There is not too much of a difference between good craft or specialty beer and premium denim. Both are made with a lot of love, passion, precision and the right ingredients. This is exactly why Amsterdam Denim Days partnered up with online craft and speciality beer shop Beerwulf.com. They have made a special selection for Amsterdam Denim Days. So, join us at the bar to try a variety of their craft or speciality beers. Cheers!

### Foodtrucks

Get caffeinated at Walter White's mobile van or mini-bar by ordering the finest Amsterdam brew coffee and grab a bite at one of our special selected foodtrucks.

## Denim Tunes

Gashouder, Westergasfabriek  
Saturday October 27, 19:00



## Saturday October 27

Amsterdam Denim Days will indulge you with some of the coolest denim tunes. When the bar is at full swing at the end of the day our acoustic guitar heroes Rilan and Tim will make our happy days! Saturday night Tenue de Nimes will be on stage at 19:00 to announce their latest 10th Anniversary release with Momotaro Japan. Let's celebrate that!

# City Center Program

Downtown Amsterdam, October 22 – 28



## Information

Open to all! The city of Amsterdam celebrates its world-class denim stores with tailored product launches, presentations, exhibitions and special offers. Check out Denim Days' indigo shopping route for the ultimate denim shopping experience. Stroll around the Nine Streets, Kalverstraat and other areas to go for the big blue catch.

Free to visit



For people who love denim, make denim and buy denim



## City Center Program

Downtown Amsterdam, October 22 – 28

### 1 Tenue de Nimes

Haarlemmerstraat 92  
1013 EV Amsterdam

Tenue de Nimes will be launching their 10th Anniversary release with Momotaro Japan, as well as their special 'Blue Propaganda' Denim Days tee in collaboration with Office of Information.

### 2 CKX Studio

Sint Annenstraat 6  
1012 HE Amsterdam

Come celebrate CKX Studio's 1 year anniversary! Visit their store and get a chance of winning a unique Kings of Indigo selvage trucker jacket, hand painted by CKX Studio. Free coffee on showing your Denim Days ticket.

### 3 WE – Blue Ridge Denim

Nieuwendijk 167  
1012 ME Amsterdam

WE Fashion has been a denim authority for years with the fast-growing lifestyle brand Blue Ridge: a casually stylish denim plus collection. Visit the denim shop WE® Blue Store, for those perfect denim vibes.

### 4 Mood Indigo

Nieuwe Hoogstraat 8  
1011 HE Amsterdam

Get a free shopping bag and 10% store credit with the purchase of your vintage treasures at Mood Indigo, during Amsterdam Denim Days.

### 5 CHASIN'

Kalverstraat 30  
1012 NX Amsterdam

CHASIN' is made for the guys who want to cross boundaries and live his life to the fullest. Visit the store for a coffee and a chat to find out what distinguishes CHASIN'.

### 6 Score

Kalverstraat 40  
1012 PE Amsterdam

Visit the Score store, the go-to denim destination for men, and make the game winning shot at Score's Jeans Games to win awesome prizes!

### 7 PME Legend Pop-up Store

Kalverstraat 55  
1012 NZ Amsterdam

PME Legend is one of the Dutch denim leaders with a no-nonsense attitude. With every denim purchase, you will get a free Amsterdam X PME Legend T-shirt!

### 8 Tommy Jeans

Kalverstraat 117  
1012 PA Amsterdam

The Tommy Jeans collection celebrates American icons, giving a youthful and irreverent nod to Tommy Hilfiger's most iconic denim styles. For fans who love iconic styles, make sure you don't skip the Tommy Jeans store!

### 9 Just Brands Store

Leidsestraat 24  
1017 PB Amsterdam

PME Legend is one of the Dutch denim leaders with a no-nonsense attitude. With every denim purchase, you will get a free Amsterdam X PME Legend T-shirt!

### 10 Concrete Matter

Gasthuismolensteeg 12  
1016 AN Amsterdam

Concrete Matter, the one and only men's gift and supply in Amsterdam, will showcase a selection of their carefully selected brands and accessoires. Brand new stuff as well as vintage items.

## City Center Program

Downtown Amsterdam, October 22 – 28



### 11 Nudie Jeans Repair Shop

Hartenstraat 2  
1016 CB Amsterdam

Free repairs for life! Every pair of Nudie Jeans comes with a promise of free repairs. No matter when or where you got them. Just hand your jeans in at Nudie Jeans Repair Shop.

### 12 Summum Woman

Hartenstraat 6  
1016 CB Amsterdam

BLUE DAZE is Summum Woman immersed in a bath of indigo. During Amsterdam Denim Days, Summum Woman will give-away a €200 voucher among the customers of BLUE DAZE.

### 13 Lee Jeans

Wolvenstraat 8  
1016 EP Amsterdam

Unleash your creativity: come over to Lee Jeans for some denim embroidery and personal customizations. Joost Bohnen and his sewing machine are waiting for you.

### 14 DENHAM the Jeanmaker

Runstraat 17 / 18  
1016 GK Amsterdam

Jeans are at the heart of what we wear. Jason Denham is a jeanmaker and has dedicated his life to crafting the perfect jeans.

### 15 Tenue de Nimes

Elandsgracht 60  
1016 TX Amsterdam

Tenue de Nimes will be launching their 10th Anniversary release with Momotaro Japan, as well as their special 'Blue Propaganda' Denim Days tee in collaboration with Office of Information.

### 16 Tommy Jeans

PC Hoofstraat 105  
1071 BS Amsterdam

The Tommy Jeans collection celebrates American icons, giving a youthful and irreverent nod to Tommy Hilfiger's most iconic denim styles. For fans who love iconic styles.

### 17 Calvin Klein Jeans

PC Hoofstraat 117  
1071 BR Amsterdam

Calvin Klein Jeans is a celebration of timelessly American touchstones, almost totemic codes of dress: the trucker jacket, the Western shirt, the cowboy boot, the baseball hat, and the bandana, to name but a few.

### 18 1-Amsterdam

Cornelis Schuytstraat 19  
1071 JD Amsterdam

Visit the store for a coffee and a chat to find out what distinguishes 1-Amsterdam.

### 19 Ferilli's Caffè

Beethovenstraat 14-16  
1077 JG Amsterdam

Growling stomach? Don't forget to claim your free Ferilli's canvas bag!

### 20 Circl

Gustav Mahlerplein 1B  
1082 MK Amsterdam

From October 22 – 26, Circl is the first stop of the travelling exhibition 'Denim Democracy'. Get inspired by a lot of innovative examples of positive change within the denim industry.

On October 23 at 16:30, the Alliance for Responsible Denim organizes a 'Denim Democracy' talk about challenges and solutions towards a more sustainable denim.



## And beyond...

### Black and Blue

Hatertseweg 23 B  
6533 AB Nijmegen  
black-and-blue.nl

### De Rode Winkel

Lange Elisabethstraat 9 – 13  
3511 JA Utrecht  
derodewinkel.nl

### Denoism

Raampoortstraat 16  
3032 AH Rotterdam  
denoism.com

### EBB 18

Oude Ebbingestraat 50  
9712 HL Groningen  
ebb18.nl

### Neighbourhood

Rijnstraat 14 B  
6811 EV Arnhem  
nbharnhem.com

### Uptown

Prinsenstraat 2 c  
2513 CD Den Haag  
uptown-den Haag.nl



## Denim City

October 22 – 28

De Hallen, Amsterdam

Hannie Dankbaarpassage 20-22

### Denim City Store

Shop your favorite blue look at Denim City Store. Especially for Amsterdam Denim Days, there will be a pop-up by the Swedish textile designer Lill O'Sjöberg.

### Denim City Expo

The graduates of Jean School 2018 have put together denim exhibition with the best graduation pieces.

Shin Denim launches a special denim fabric for interior design, which will be showcased at Denim City from October 22 – 25.

### Denim City Workshop

The Denim City Workshop will be open all week. On October 27 – 28, the workshop is open for free repairs and customizing jeans.

### BlueLab

A denim laundry nowadays is a very high-tech and innovative discipline, that combines artistic creativity with craftsmanship and technology. Get an inspiring glimpse of the way denim washings are done (closed on October 26).