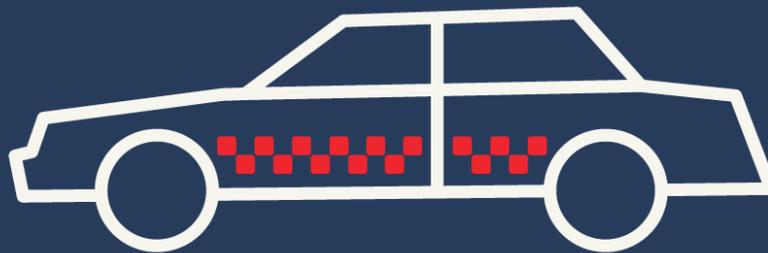


New York Denim Days 2017

Denim Days Festival launches in New York!

NEW YORK | June 6, 2017- New York Denim Days organizers continue to expand the list of the festival's list of collaborators and co-conspirators, setting the stage for a truly indigo-soaked event that aims to connect denim insiders, designers and brands to denim consumers. Denim lovers searching for the perfect pair of sexy jeans, fade junkies looking to compare notes on raw denim, purists on the hunt for handmade and hard-to-find indigo items, and designers shopping for Americana inspiration will find it New York Denim Days.



Plans for the festival – which is an offshoot of the incredibly popular Amsterdam Denim Days – include events at retail stores throughout the city and a two-day main event (September 30 – October 1) at the Metropolitan Pavilion (125 West 18th Street). A half-day of denim lectures on September 29 will feature a roster of speakers including Adriano Goldschmied, the godfather of denim; Stefano Rosso, CEO of Diesel USA; Scott Morrison, founder and designer of 3x1, Paper Denim Cloth and Earnest Sewn; Stefan Siegel of Not Just a Label; and Sanjeev Bahl, President of Saitex, the benchmark garment factory and laundry of the future. Hosted at the Fashion Institute of Technology's famed Katie Murphy Amphitheatre, the discussion will give FIT students, students of the denim industry and press unprecedented access to denim icons and insiders.

Denim Days organizers are working to build a roster of 30 to 40 brands, retailers, designers, denim artisans, vintage dealers, mills and complementary players (artists, tailors, denim repair craftsmen, and purveyors of skincare, accessories, housewares, footwear, etc.) to populate the New York Denim Days main event at Metropolitan Pavilion. Food, live music and drinks will round out the denim festival experience.



Jean Shop and 3x1, the beloved Manhattan-based jean stores, have signed on as New York Denim Days' first exhibitors. Jean shop will be displaying rare vintage jeans, selling product and a leather bracelet that shoppers can also customize with dye and hand-stamps. They will also be indigo dyeing bandanas to add to this great DIY experience. 3x1's booth will feature signature items.

"Jean Shop and 3x1 represent what is great about the New York denim community," said Andrew Olah, co-founder of New York Denim Days. "They care about quality, craft and the essence of denim authenticity. To have them join us as our first participants is more than satisfying. We can't wait to see what cool thing they'll do for Denim Days."

Alongside the main event, New York Denim Days will also collaborate with New York-based denim retailers to create a series of in-store events all over the city – from book signings and workshops to sales, in-store parties and more. A full schedule and map of events will be released this summer.

Note to editors

Based on the influential Amsterdam Denim Days, New York Denim Days will make its blue debut in 2017. A spotlight on the global denim scene from a completely New York perspective. Be a part of the annual denim festival that unites the denim community and consumers, the addicts and aficionados, the brands and buyers, to celebrate its unique denim passion. New York Denim Days is a must-visit festival of seminars, sales, workshops, installations, demonstrations, vintage market, food, music and art for denim lovers. New York Denim Days is organised by Modefabriek and Kingpins Show in collaboration with House of Denim and HTNK Fashion recruitment & consultancy.

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