



So Denim Product Specification 2019
Issue 1

Style Code: SD001

Style Name: Leo Straight Jeans



Retail Copy:

Made from a 10-10.5oz soft stretch, comfortable denim and cut to sit on the hips. These modern and versatile jeans have a straight fit and traditional 5 pocket styling making them great for everyday wear.

Colours:	CMYK References	Sizes
Black	Black	28" - 40"W
Dark Blue Wash	100 / 71 / 10 / 14	28" - 40"W
Mid Blue Wash	58 / 26 / 2 / 5	28" - 40"W
Light Blue Wash	38 / 14 / 1 / 2	28" - 40"W

Sizes to fit 28"W, 30"W, 32"W, 34"W, 36"W, 38"W, 40"W

Regular Length - 79cm/31inch

Long Length - 84cm/33inch

Fabric Content 99% Cotton/1% Elastane
73% Cotton/25% Polyester/2% Elastane (black only)

Fabric Weight: 10.5oz
11oz (Black Only)

Garment Weight (Ave): 551g

Carton Weight (Ave): 8.35kg (regular)
8.75k (long)

Carton Qty: 12

Pack Qty: 3

Key Features: Straight fit
Stretch denim
5 pocket styling
Self-fabric belt loops
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners
Twin needle stitching detail

Wash Care Instructions:



(Black Only)

Commodity Code: **Import** **Export**
6203423100 6234231

Country of Origin: Bangladesh

Carton Dimensions (mm):	Height	Width	Length	Sizes
	150	420	580	All

Style Code: SD004

Style Name: Max Slim Jeans



Retail Copy:

Crafted from 10-10.5oz soft, cotton stretch denim and cut to sit on the hips, these endlessly versatile jeans have a slim fit through the leg, traditional 5 pocket styling detail with a zip fly and button fastening. Pair with a simple crew neck T for an effortless casual weekend look.

Colours:	CMYK References	Sizes
Black	Black	28" - 40" W
Dark Blue Wash	100 / 71 / 10 / 14	28" - 40" W
Mid Blue Wash	58 / 26 / 2 / 5	28" - 40" W
Light Blue Wash	38 / 14 / 1 / 2	28" - 40" W

Sizes to fit 28"W, 30"W, 32"W, 34"W, 36"W, 38"W, 40"W

Regular Length - 79cm/31inch

Long Length - 84cm/33inch

Fabric Content 99% Cotton/1% Elastane
73% Cotton/25%Polyester/2% Elastane (Black Only)

Fabric Weight: 10.5oz
11oz (Black Only)

Garment Weight (Ave): 551g

Carton Weight (Ave): 8.35kg (regular)
8.75kg (long)

Carton Qty: 12

Pack Qty: 3

Key Features: Slim fit
Stretch denim
5 pocket styling
Self-fabric belt loops
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners
Twin needle stitching detail

Wash Care Instructions:



(Black Only)

Commodity Code:

<u>Import</u>	<u>Export</u>
6203423100	6234231

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
150	420	580	All

Style Code: SD011

Style Name: Katy Straight Jeans



Retail Copy:

Refresh your wardrobe with these must have jeans.

With a comfortable straight fit through the leg, these jeans are cut to a mid-rise, with a five pocket design and classic zip fly and button fastening

Colours:	CMYK References	Sizes
Black	Black	6-18
Dark Blue Wash	100 / 71 / 10 / 14	6-18
Mid Blue Wash	58 / 26 / 2 / 5	6-18
Light Blue Wash	38 / 14 / 1 / 2	6-18

Sizes to fit 6 8 10 12 14 16 18

Regular Length - 77cm/30inch

Long Length - 82cm/32inch

Fabric Content 98% Cotton/2% Elastane
77% Cotton/21%Polyester/2% Elastane (Black Only)

Fabric Weight: 9oz (all colours)

Garment Weight (Ave): 341g

Carton Weight (Ave): 8kg (regular)
8.3kg (long)

Carton Qty: 12

Pack Qty: 3

Key Features: Straight fit
Stretch denim
5 pocket styling
Light blasting & whiskering (blue washes only)
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners
Twin needle stitching detail

Wash Care Instructions:



(Black Only)

Commodity Code: **Import** **Export**
6204623190 62046231

Country of Origin: Bangladesh

Carton Dimensions (mm):	Height	Width	Length	Sizes
	130	420	520	All

Style Code: SD014

Style Name: Lara Skinny Jeans



Retail Copy:

Crafted from a 9-9.5oz soft, stretch denim fabric and cut to a mid-rise, these jeans have a classic skinny fit through the leg and traditional 5 pocket styling making them a wardrobe essential for any style conscious woman.

Colours:	CMYK References	Sizes
Black	Black	6-18
Dark Blue Wash	100 / 71 / 10 / 14	6-18
Mid Blue Wash	58 / 26 / 2 / 5	6-18
Light Blue Wash	38 / 14 / 1 / 2	6-18

Sizes to fit 6 8 10 12 14 16 18

Regular Length - 77cm/30inch

Long Length - 82cm/32inch

Fabric Content 98% Cotton/2% Elastane
77% Cotton/21%Polyester/2% Elastane (Black Only)

Fabric Weight: 9oz (all colours)

Garment Weight (Ave): 341g

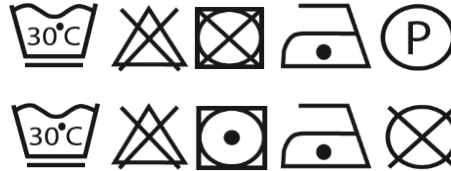
Carton Weight (Ave): 6.45kg (regular)
6.65kg (long)

Carton Qty: 12

Pack Qty: 3

Key Features: Skinny fit
Stretch denim
5 pocket styling
Light blasting & whiskering (blue washes only)
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners
Twin needle stitching detail

Wash Care Instructions:



(Black Only)

Commodity Code:

<u>Import</u>	<u>Export</u>
6204623190	62046231

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
130	420	520	All

Style Code: SD020

Style Name: Adam Slim Chinos



Retail Copy:

A fashionable take on a classic chino, the Adam Slim Chino incorporates sleek design styling with a modern fit. The stretch twill fabric gives maximum comfort and ease of movement making these great for work or leisure.

Colours:	CMYK References	Sizes
Black	Black	28" - 40" W
Navy	100 / 47 / 22 / 82	28" - 40" W
Slate	48 / 29 / 26 / 76	28" - 40" W
Stone	36 / 36 / 56 / 6	28" - 40" W

Sizes to fit 28"W, 30"W, 32"W, 34"W, 36"W, 38"W, 40"W

Regular Length - 79cm/31inch

Long Length - 84cm/33inch

Fabric Content 98% Cotton/2% Elastane

Fabric Weight: 290gsm (all colours)

Garment Weight (Ave): 559g

Carton Weight (Ave): 8.2kg (Approx.)

Carton Qty: 12

Pack Qty: 3

Key Features: Slim fit
Stretch twill with peach finish
Front slant pockets
Back jet pockets
Button at waist and YKK zip fly fastening

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6203423500	62034235

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
130	380	580	All

Style Code: SD025

Style Name: Lily Skinny Chinos



Retail Copy:

A fashionable take on a classic ladies chino, the Lily Skinny Chino incorporates sleek design styling with a modern skinny fit. The stretch twill fabric gives maximum comfort and ease of movement making these great for work or leisure.

Colours:	CMYK References	Sizes
Black	Black	6-18
Navy	100 / 47 / 22 / 82	6-18
Slate	48 / 29 / 26 / 76	6-18
Stone	36 / 36 / 56 / 6	6-18

Sizes to fit 6 8 10 12 14 16 18

Regular Length - 77cm/30inch
Long Length - 82cm/32inch

Fabric Content 98% Cotton/2% Elastane

Fabric Weight: 290gsm (all colours)

Garment Weight (Ave): 461g

Carton Weight (Ave): 7kg (Approx.)

Carton Qty: 12

Pack Qty: 3

Key Features: Skinny fit
Stretch Twill
Front slant pockets
Back jet pockets with button closure
Button at waist and YKK zip fly fastening

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6204623990	62046239

Country of Origin: Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
150	380	580	All

Style Code: SD030

Style Name: Zac Indigo T



Retail Copy:

Taking inspiration from our denim jean range, the Zac Indigo T is available in two blue washes, both with graduation colour effect to bring them bang on trend. Subtle contrast stitching gives hints of classic denim styling but with a modern twist.

Colours:	CMYK References	Sizes
Dark Blue Wash		S-XXL
Light Blue Wash		S-XXL

Sizes to fit		
	S	36"
	M	40"
	L	44"
	XL	48"
	2XL	52"

Fabric Content 100% Cotton

Fabric Weight: 180gsm (all colours)

Garment Weight (Ave): 163g

Carton Weight (Ave): 9.3kg (Approx.)

Carton Qty: 48

Pack Qty: 6

Key Features: Fashion ift
Single jersey
Ribbed collar
Garments have side seams
Short set in sleeves
Graduate colour fade effect

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6109100010	61091000

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
250	360	600	All

Style Code: SD035

Style Name: Mia Indigo T



Retail Copy:

Featuring a scoop neck and ladies specific fit, the Mia Indigo T takes inspiration from our denim jean range and is available in two blue washes with graduated colour effect. Subtle contrast stitching gives hints of classic denim styling but with a modern twist.

Colours:	CMYK References	Sizes
Dark Blue Wash		XS-XL
Light Blue Wash		XS-XL

Sizes to fit		
	XS	8
	S	10
	M	12
	L	14
	XL	16

Fabric Content 98% Cotton/2% Elastane

Fabric Weight: 180gsm (all colours)

Garment Weight (Ave): 104g

Carton Qty: 48

Pack Qty: 6

Key Features: Fashion Fit

Single jersey
Ribbed collar
Fashion fit
Short set in sleeves
Graduate colour fade effect
Contrast cover stitching at hem and armholes
Taped neck

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6109100010	61091000

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
250	360	600	All

Style Code: SD040

Style Name: Jack Denim Shirt



Retail Copy:

Complementing our denim jean range, the Jack Denim Shirt is available in black, dark blue and light blue finishes. The no pocket design and high positioned back yoke creates maximum embellishment area making the shirt perfect for personalisation. The classic fit and modern features give a timeless shirt.

Colours:	CMYK References	Sizes
Black	Black	S-XXL
Dark Blue	93 / 55 / 16 / 25	S-XXL
Light Blue	63 / 31 / 14 / 0	S-XXL

Sizes to fit	S	36"
	M	40"
	L	44"
	XL	48"
	2XL	52"

Fabric Content 100% Cotton

Fabric Weight: 5.44OZ (all colours)

Garment Weight (Ave): 301g

Carton Qty: 24

Pack Qty: 3

Key Features:

Satin weave
Turned hem with single needle stitch detail
Fashion fit
Single needle contrast at armholes collar and front placket
2 button placket at cuff
Button placket centre front fastening
Modern narrow collar
Yoke at back shoulder
No pockets for maximum embellishment area.

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6205200090	62052000

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
250	390	530	All

Style Code: SD042

Style Name: Oscar Knitted Shirt



Retail Copy:

Formal meets casual comfort with the Oscar Knitted Shirt. Constructed from a micro pique knit the shirts stretches and moves with you body like a t-shirt but offers a smart office or uniform look. With front button placket, neat self fabric collar and button placket cuffs.

Colours:	CMYK References	Sizes
Black	Black	S-XXL
Blue	30/12/10/0	S-XXL
White	White	S-XXL

Sizes to fit		
	S	36"
	M	40"
	L	44"
	XL	48"
	2XL	52"

Fabric Content 95% Cotton/5% Elastane

Fabric Weight: 190gsm

Garment Weight (Ave): 357g

Carton Qty: 24

Pack Qty: 3

Key Features:

Fashion fit
Micro Pique Knit
Full Front Button Placket
Turned hem with single needle stitch detail
2 button placket at cuff
Modern narrow collar
Yoke at back shoulder
Darts at back for close fit
No pockets for maximum embellishment area.

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6105100000	61051000

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
350	350	480	All

Style Code: SD045

Style Name: Lucy Denim Shirt



Retail Copy:

Complementing our denim jean range, the Lucy Denim shirt is available in black, dark blue and light blue finishes. The no pocket design and high positioned back yoke creates maximum embellishment area making the shirt perfect for personalisation. The classic ladies fit and modern features give a timeless shirt.

Colours:	CMYK References	Sizes
Black	Black	XS-XL
Dark Blue	93 / 55 / 16 / 25	XS-XL
Light Blue	63 / 31 / 14 / 0	XS-XL

Sizes to fit	XS	8
	S	10
	M	12
	L	14
	XL	16

Fabric Content 100% Cotton

Fabric Weight: 5.44OZ (all colours)

Garment Weight (Ave): 253g

Carton Weight (Ave): 9.5kg (Approx.)

Carton Qty: 24

Pack Qty: 3

Key Features: Fashion fit
Turned hem with single needle stitch detail
Twin needle contrast stitching at side seams, sleeves and cuffs
Single needle contrast at armholes collar and front placket
2 button placket at cuff
Modern narrow collar
Long sleeve
Yoke at back shoulder
No pockets for maximum embellishment area

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6206300090	62063000

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
250	390	530	All

Style Code: SD047

Style Name: Anna Knitted Shirt



Retail Copy:

Formal meets casual comfort with the Anna Knitted Shirt. Constructed from a micro pique knit the shirts stretches and moves with you body like a t-shirt but offers a smart office or uniform look. With specific female fit, front button placket, neat self fabric collar and button placket cuffs.

Colours:	CMYK References	Sizes
Black	Black	XS-XL
Blue	30/12/10/0	XS-XL
White	White	XS-XL

Sizes to fit	XS	8
	S	10
	M	12
	L	14
	XL	16

Fabric Content 95% Cotton/5% Elastane

Fabric Weight: 190gsm

Garment Weight (Ave): 345g

Carton Qty: 24

Pack Qty: 3

Key Features:

Fashion fit
Micro Pique Knit
Full Front Button Placket
Turned hem with single needle stitch detail
2 button placket at cuff
Modern narrow collar
Yoke at back shoulder
Darts at back for close fit
No pockets for maximum embellishment area.

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6106100000	61061000

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
350	350	480	All

[New Style](#)

Style Code: SD050

Style Name: Luke Fashion Jeans



Retail Copy:

So Denim meets high street fashion with the Luke Fashion Jean. Cool slim fit with just the right amount of fading, distressing and creasing that these jeans look great as everyday fashion wear or be part of a modern casual uniform. Cotton/elastane blended fabric gives excellent freedom of movement and comfort.

Colours:	CMYK References	Sizes
Faded Fashion Black	Black	28" - 40" W
Faded Fashion Indigo	89/77/39/36	28" - 40" W
Sizes to fit	28"W, 30"W, 32"W, 34"W, 36"W, 38"W, 40"W	
	Regular Length - 79cm/31inch Long Length - 84cm/33inch	
Fabric Content	98% Cotton/2% Elastane	
Fabric Weight:	10oz	
Garment Weight (Ave):	551g	
Carton Weight (Ave):	8.35kg (regular) 8.75kg (long)	
Carton Qty:	12	

Pack Qty: 3

Key Features: Slim fit
Fashion fit
5 pocket styling
Fashion fading and whiskering
Creasing at thigh area
Subtle distressing at pockets
Self-fabric belt loops
Metal rivet detail at pocket corners
Twin needle stitching detail

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6203423100	6234231

Country of Origin:

Bangladesh

Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
200	380	600	All

Style Code: SD055

Style Name: Sophia Fashion Jeans



Retail Copy:

So Denim meets high street fashion with the Sophia Fashion Jean. Cool skinny fit with just the right amount of fading, distressing and creasing that these jeans look great as everyday fashion wear or be part of a modern casual uniform. Cotton/elastane blended fabric gives excellent freedom of movement and comfort.

Colours:	CMYK References	Sizes
Faded Fashion Black	Black	6-18
Faded Fashion Indigo	89/77/39/36	6-18
Sizes to fit	6 8 10 12 14 16 18	
	Regular Length - 77cm/30inch	
	Long Length - 82cm/32inch	
Fabric Content	98% Cotton/2% Elastane	
Fabric Weight:	10oz	
Garment Weight (Ave):	341g	
Carton Weight (Ave):	8.35kg (regular) 8.75kg (long)	
Carton Qty:	12	

Pack Qty: 3

Key Features: Skinny fit
Fashion fit
5 pocket styling
Fashion fading and whiskering
Creasing at thigh area
Subtle distressing at pockets
Self-fabric belt loops
Metal rivet detail at pocket corners
Twin needle stitching detail

Wash Care Instructions:



Commodity Code: Import Export
6204623190 62046231

Country of Origin: Bangladesh

Carton Dimensions (mm):	<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
	200	380	600	All

Style Code: SD060

Style Name: Noah Denim Jacket



Retail Copy:

A wardrobe essential for any denim fan. Versatile and on trend the Noah Denim Jacket features contrast twin needle stitching, shank buttons and classic denim jacket panelling.

Colours:	CMYK References	Sizes
Dark Blue Wash	100 / 71 / 10 / 14	S-XXL
Light Blue Wash	38 / 14 / 1 / 2	S-XXL
Sizes to fit	S 36"	
	M 40"	
	L 44"	
	XL 48"	
	2XL 52"	
Fabric Content	99% Cotton/1% Elastane	
Fabric Weight:	10.5oz	
Garment Weight (Ave):	740g	
Carton Weight (Ave):		
Carton Qty:	12	

Pack Qty: 3

Key Features:
Fashion fit
Stretch denim
4 pocket styling
Classic light and dark blue washes
Contrast stitching
Classic denim jacket panelling
Button cuff detail
Inside back neck hanger loop

Wash Care Instructions:



Commodity Code: Import Export
6203329000 62033290

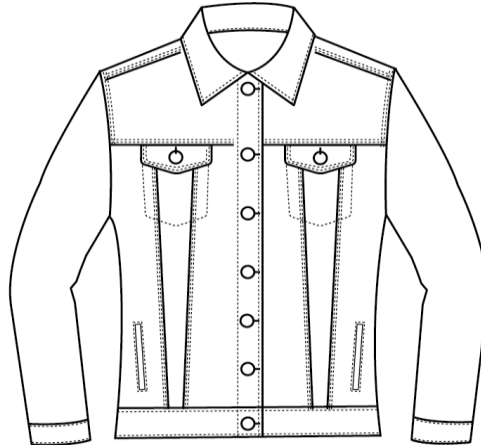
Country of Origin: Bangladesh

Carton Dimensions (mm):	<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
	220	380	600	S-L
	220	420	670	XL-2XL

[New Style](#)

Style Code: SD065

Style Name: Olivia Denim Jacket



Retail Copy:

A wardrobe essential for any denim fan. Versatile and on trend the Olivia Denim Jacket features contemporary cropped female fit, contrast twin needle stitching, shank buttons and classic denim jacket panelling.

Colours:	CMYK References	Sizes
Dark Blue Wash	100 / 71 / 10 / 14	XS-XL
Light Blue Wash	38 / 14 / 1 / 2	XS-XL

Sizes to fit		
	XS	8
	S	10
	M	12
	L	14
	XL	16

Fabric Content 99% Cotton/1% Elastane

Fabric Weight: 10.5oz

Garment Weight (Ave): 585g

Carton Weight (Ave):

Carton Qty: 12

Pack Qty: 3

Key Features: Contemporary female fit
Fashion fit
Stretch denim
4 pocket styling
Classic light and dark blue washes
Contrast stitching
Classic denim jacket panelling
Button cuff detail
Inside back neck hanger loop

Wash Care Instructions:



Commodity Code:

<u>Import</u>	<u>Export</u>
6204329090	62043290

Country of Origin:

Bangladesh

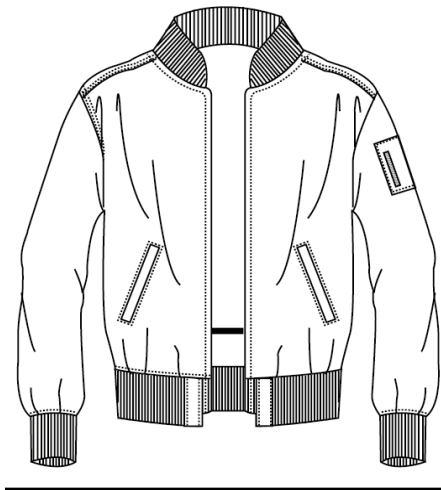
Carton Dimensions (mm):

<u>Height</u>	<u>Width</u>	<u>Length</u>	<u>Sizes</u>
220	310	450	XS - M
220	350	580	L - XL

New Style

Style Code: SD070

Style Name: Frankie Bomber Jacket



Retail Copy:

Channel your inner Tom Cruise with our Frankie Bomber Jacket. With iconic bomber styling; ribbed cuff, hem and collar, front welt pockets and padded inner, this jacket is a fashion wardrobe essential. Water and wind resistant fabric which is easy to embellish with easy access embroidery zip in the lining.

Colours:

Black

CMYK References

Black

Sizes

XS-XXL

Sizes to fit

XS	32"
S	36"
M	40"
L	44"
XL	48"
2XL	52"

Fabric Content

100% Polyester

Fabric Weight:

tbc

Garment Weight (Ave):

tbc

Carton Weight (Ave):

tbc

Carton Qty:

12

Pack Qty: 3

Key Features:
Fashion fit
Water and wind resistant fabric
Inner padding
Inner lining with embroidery access
Two front welt pockets
Ribbed collar, cuffs and hem
Zipped Sleeve pocket
Inside back neck hanger loop
Metal centre front zip

Wash Care Instructions:

Commodity Code: Import Export
6203339000 62033390

Country of Origin: Bangladesh

Carton Dimensions (mm): Height Width Length Sizes