



Denim Club India - India's First and Only Community of Denim Professionals and Enthusiasts
Denim News : Videos : Articles : Websites : Jobs : Careers in Denim

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Hello!

You are already aware that the **formal launch** of **Denim Club india** is scheduled for **25 July 2008**. We are just a few days away, and the countdown has begun.

The formal launch event, as we mentioned in the previous communication, is being **sponsored** by **Bhaskar Industries Limited** - one of the leading denim manufacturer in the country.

We are pleased to inform you that on the occasion of the launch of Denim Club India, we shall also set rolling the **DCI - Industry Institute Interface**. The **I3 by DCI** is an attempt to bring together the Industry and Institutes - with the objective of enabling students of textile, apparel, fashion, and design streams to get opportunities to work directly with the industry - guided by seasoned technicians and professionals - in a systematic and organized way, in the specific context of denim fabric and denim garments.

You can find out more about the **I3 by DCI** on the DCI website.

For now, here is the seventh edition of the DCI Mailer. Read on...

News

Levi`s Marketers Hope One Size Fits All

[The Wall Street Journal](#) | 7/18/2008

Bucking industry trends, Levi Strauss is retooling its signature button-fly 501 jeans so that they will have the same fit in each of the 110 countries in which the company says they are sold.

Simultaneously, the San Francisco-based company is launching its first global marketing campaign in which print and television ads contain the same theme, content and slogan, 'Live Unbuttoned,' the world over. In some cases, the actors will change to resemble the populace in the country where the ad is being presented.

For more Denim News, visit [Denim Club India - News](#)

Video

Distressed Denim and Embellished Jeans

Distressed Denim is exactly what the name is - they look like they have been through a lot of stress. Distressed Denim Jeans are usually worn down and faded in front, with lots of holes.

Katherine Akre from TrendySwag.com talks about this most casual style of jeans, and then goes on to talk about Embellished Jeans - a total contrast to the first variety.

It is an interesting video wherein Katherine tells us all about what they are, what are the popular styles, advantage and disadvantages of owning such jeans.

In case the embedded video does not run in your email browser, please [click this link](#).



For more Denim Videos, visit [Denim Cub India - Videos](#)

Website

MADAME - Ladies Western Wear

MADAME - you can see this name almost everywhere you go.

MADAME was introduced in the early 1980s with a foresight to dress the young females with the latest in Fashion and Style. The Company for this brand has been steadily marching on to meet the challenges of an ever-changing industry. It's zeal and vision to pioneer is being reflected by an almost self-effacing work-style, where the greater good ensures the individual good.



The secret of **MADAME** success lies in its dedicated and diligent work force, led by a progressive core management team.

Check out the flash version of MADAME website - you will notice a link almost in the middle of the home page. [To close the window later - press Alt+F4]

The site allows you to make online franchise enquiries, has a user-friendly store-locator, lets you look through the previous year`s collections. On the whole, it is a very pleasant and attractive website, with catchy models and clothing styles.

The Online store is not as appealing as the rest of the site, but we can hope that it will also improve in the times to come. The site also provides a link to Madame Club website.

Do take a look at MADAME - Ladies Western Wear at <http://www.madameonline.com>. You will sure like the experience!

For more Denim websites, visit [Denim Cub India - Websites](#)

Save the Date - 25 July 2008

Please save **Friday, the 25th of July, 2008**, for being with us.

The event is being organized in New Delhi, at **Intercontinental - The Grand**, Barakhamba Road.

Denim Club India members have privileged access to both the events.

Membership of Denim Club India

Please note that the Membership of Denim Club India is currently FREE of charge. Join Denim Club India right away and get privileged access to the Bhaskar Road Show and DCI launch program.

Once you have joined DCI, you can [pre-register by sending an email](#) so that we can send you the invite and you can get privileged access to the Bhaskar road-show and DCI Launch program.

Keep In Touch, and Keep Smiling, Always!

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