



# PRESS RELEASE

**UNIQLO designs, manufactures, markets and sells casual wear that can be worn by anyone, any day**

## **UNIQLO SPRING '08 DENIM**

UNIQLO continues to bring high quality Japanese denim to the UK high street with a stunning new collection of washes and on-trend cuts for both men and women, featuring **Kaihara** denim and selvedge denim.

### **Women's Collection**

Central to the collection is the key spring silhouette; high-waisted denim in three styles, skinny, wide-leg and straight-leg skinny. On sale now in four different washes, including a true denim-blue wash reminiscent of American 70's denim, with classic brass-coloured amber rivets and zipper.

The vintage vibe continues as the wash lightens to a 1980's acid-blue wash for UNIQLO's skinny jeans, perfectly styled back with neon heels or authentic 80's high top trainers. Also featured in this season's denim collection are the boyfriend baggy jeans, as well as previous heroes; the skinny and straight skinny jeans, updated this season with new colours and washes from lemon yellow through to cobalt blue and scarlet red.

### **Men's Collection**

Selvedge denim and skinny jeans are the focus for UNIQLO men's denim for spring '08. The high quality Japanese fabric and selvedge finish that was so popular in autumn '07, returns in both indigo and black for both regular and skinny fits. The men's skinny silhouette jeans have also been updated with new brighter washes this spring from light grey, through to pure white and pink. Cuts range from the classic skinny through slim fit straight to the more relaxed natural fit and boot cut jeans.

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