

So
DENIM
by AWDiS

denim edit

JEANS & CHINOS

SD001 LEO STRAIGHT JEANS **04**

SD011 KATY STRAIGHT JEANS **06**

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We believe that great denim is timeless. We have carefully designed a range of versatile and great quality staples to live your life in, taking you from work right through to the weekend.





SD001 LEO STRAIGHT JEANS

- Straight fit / Stretch denim
- Light blasting (blue washes only)
- Self-fabric belt loops
- Shank button and YKK zip fly fastening
- Metal rivet detail at pocket corners
- Twin needle stitching detail

Fabric Content Blue Washes 99% Cotton / 1% Elastane
Black 73% Cotton / 25% Polyester / 2% Elastane
Fabric Weight Blue Washes 10.5 oz | Black 11oz

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in
Regular Length 79cm / 31in
Long Length 84cm / 33in

BLACK

DARK BLUE WASH

MID BLUE WASH

timeless denim

For SD011 women's jeans see page 06
For SD042 men's shirt see page 18
For SD047 women's shirt see page 20



working denim

For SD047 shirt see page 20



SD011 KATY STRAIGHT JEANS

- Straight fit / Stretch denim
- Light blasting (blue washes only)
- Self fabric belt loops
- Shank button and YKK zip fly fastening
- Metal rivet detail at pocket corners
- Twin needle stitching detail

**Fabric Content Blue Washes 98% Cotton / 2% Elastane
Black 77% Cotton / 21% Polyester / 2% Elastane
Fabric Weight 9oz (all colours)**

**Size 6 / 8 / 10 / 12 / 14 / 16 / 18
Regular Length 77cm / 30in
Long Length 82cm / 32in**

BLACK

DARK BLUE WASH

MID BLUE WASH





For SD040 shirt see page 14



For SD060 men's jacket see page 22

SD004 MAX SLIM JEANS

- Slim fit / Stretch denim
- Light blasting and whiskering (blue washes only)
- Self fabric belt loops
- Shank button and YKK zip fly fastening
- Metal rivet detail at pocket corners
- Twin needle stitching detail

Fabric Content Blue Washes 99% Cotton / 1% Elastane
Black 73% Cotton / 25% Polyester / 2% Elastane
Fabric Weight Blue Washes 10.5 oz | Black 11oz

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in
Regular Length 79cm / 31in
Long Length 84cm / 33in



- BLACK
- DARK BLUE WASH
- MID BLUE WASH

For SD045 shirt see page 16



denim staples

SD014 LARA SKINNY JEANS

- Skinny fit / Stretch denim
- Light blasting (blue washes only)
- Self-fabric belt loops
- Shank button and YKK zip fly fastening
- Metal rivet detail at pocket corners
- Twin needle stitching detail

Fabric Content Blue Washes
 98% Cotton / 2% Elastane
Black 77% Cotton /
 21% Polyester / 2% Elastane
Fabric Weight 9oz (all colours)

Size 6 / 8 / 10 / 12 / 14 / 16 / 18
Short Length 72cm / 28 in
 (dark blue & black washes only)
Regular Length 77cm / 30 in
Long Length 82cm / 32in

BLACK

DARK BLUE WASH

MID BLUE WASH



For SD065 women's jacket see page 24

For SD020 men's chinos see page 12

For SD060 men's jacket see page 22



SD020 ADAM SLIM CHINOS

- Slim fit
- Stretch twill with peach finish
- Self fabric belt loops
- Front slant pockets
- Back jet pockets with button closure
- Button at waist and YKK zip fly fastening

Fabric Content 98% Cotton / 2% Elastane
Fabric Weight 290gsm all colours

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in
Regular Length 79cm / 31in
Long Length 84cm / 33in

BLACK

NAVY

SLATE

STONE



SD025 LILY SKINNY CHINOS

- Skinny fit
- Stretch twill with peach finish
- Self fabric belt loops
- Front slant pockets
- Back jet pockets
- Concealed hook and bar fastening
- Slit at ankle hem
- YKK fly zip fastening

Fabric Content 98% Cotton / 2% Elastane
Fabric Weight 290gsm all colours

Size 6 / 8 / 10 / 12 / 14 / 16 / 18
Regular Length 77cm / 30in
Long Length 82cm / 32in

BLACK

NAVY

SLATE

STONE



For SD001 jeans see page 04



SD040 JACK DENIM SHIRT

- Fashion fit
- Satin weave
- Modern narrow collar
- Turned hem with single needle stitch detail
- Contrast stitching (blue only)
- 2 button placket at cuff
- Button placket centre front fastening
- Yoke at back shoulder
- No pockets for maximum embellishment area

Fabric Content 100% Cotton
Fabric Weight 5.44 oz all colours
Size S / M / L / XL / XXL

BLACK

DARK BLUE

LIGHT BLUE

For SD045 women's shirt see page 16

For SD011 women's jeans see page 06



double
denim

For SD014 jeans see page 10



classic style



SD045 LUCY DENIM SHIRT

- Fashion fit
- Satin weave
- Modern narrow collar
- Turned hem with single needle stitch detail
- 2 button placket at cuff
- Contrast stitching (Blue only)
- Button placket centre front fastening
- Yoke at back shoulder
- No pockets for maximum embellishment area

Fabric Content 100% Cotton
Fabric Weight 5.44 oz all colours
Size XS / S / M / L / XL

BLACK

DARK BLUE

LIGHT BLUE

For SD014 jeans see page 11





For SD060 jacket see page 22

SD042 OSCAR KNITTED SHIRT

- Fashion fit
- Micro piqué knit
- Turned hem with single needle stitch detail
- Full front button placket
- 2 button placket at cuff
- Modern narrow collar
- Long sleeves
- Yoke at back shoulder
- Darts at back for close fit
- No pockets for maximum embellishment area

Fabric Content 95% Cotton / 5% Elastane

Fabric Weight 190 gsm

Size S / M / L / XL / XXL

BLACK

BLUE

WHITE

adaptable
style



For SD001 jeans see page 04



For SD025 chinos see page 13



SD047 ANNA KNITTED SHIRT

- Fashion fit
- Micro piqué knit
- Turned hem with single needle stitch detail
- Full front button placket
- 2 button placket at cuff
- Modern narrow collar
- Long sleeves
- Yoke at back shoulder
- Darts at back for close fit
- No pockets for maximum embellishment area

Fabric Content 95% Cotton / 5% Elastane
Fabric Weight 190 gsm
Size XS / S / M / L / XL



For SD014 jeans see page 10

BLACK

BLUE

WHITE

For SD020 chinos see page 12



For SD001 jeans see page 04

SD060 NOAH DENIM JACKET

- Fashion fit
- Stretch denim
- Contrast stitching (blue only)
- Classic denim jacket panelling
- Shank button fastening
- Button-tabs at the rear hem
- Button cuff detail
- Inside back neck hanger loop
- 4 pocket styling

Fabric Content **Blue Washes** 99% Cotton / 1% Elastane
Black 73% Cotton / 25% Polyester / 2% Elastane
 Fabric Weight **Blue Washes** 10.5 oz | **Black** 11 oz
 Size **S / M / L / XL / XXL**

BLACK

DARK BLUE WASH

LIGHT BLUE WASH

denim classic



For SD020 chinos see page 12



SD065 OLIVIA DENIM JACKET

- Contemporary female fit
- Stretch denim
- Contrast stitching (blue only)
- Button-tabs at the rear hem
- Classic denim jacket panelling
- Shank button fastening
- Button cuff detail
- Inside back neck hanger loop

Fabric Content Blue Washes 99% Cotton / 1% Elastane
Black 73% Cotton / 25% Polyester / 2% Elastane
Fabric Weight Blue Washes 10.5 oz | Black 11oz
Size XS / S / M / L / XL

BLACK

DARK BLUE WASH

LIGHT BLUE WASH




matching style






scan
for
print
guide

COLOUR WASH GUIDE




SD020 / SD025

-  Black
-  Navy
-  Slate
-  Stone




SD042 / SD047

-  Black
-  Blue
-  White

SD001 / SD004 / SD011 / SD014

-  Black
-  Dark Blue Wash
-  Mid Blue Wash

SD060 / SD065

-  Black
-  Dark Blue Wash
-  Light Blue Wash

SD040 / SD045

-  Black
-  Dark Blue
-  Light Blue

Actual colours may differ due to the wash process

SIZE GUIDE

MENS JEANS

Waist	1/2 Waist Opening	Inseam Reg 31"	Inseam Long 33"
28"W	36cm	79cm	84cm
30"W	38cm	79cm	84cm
32"W	40cm	79cm	84cm
34"W	42cm	79cm	84cm
36"W	44cm	79cm	84cm
38"W	46cm	79cm	84cm
40"W	48cm	79cm	84cm

MENS CHINOS

Waist	1/2 Waist Opening	Inseam Reg 31"	Inseam Long 33"
28"W	37cm	79cm	84cm
30"W	39cm	79cm	84cm
32"W	41cm	79cm	84cm
34"W	43cm	79cm	84cm
36"W	45cm	79cm	84cm
38"W	47cm	79cm	84cm
40"W	49cm	79cm	84cm

MENS TOPS

Size	
S	36"
M	40"
L	44"
XL	48"
XXL	52"

WOMENS JEANS

Size	1/2 Waist Opening	Inseam Short 28"	Inseam Reg 30"	Inseam Long 32"
6	32cm	72cm	77cm	82cm
8	34cm	72cm	77cm	82cm
10	36cm	72cm	77cm	82cm
12	38cm	72cm	77cm	82cm
14	41cm	72cm	77cm	82cm
16	44cm	72cm	77cm	82cm
18	47cm	72cm	77cm	82cm

WOMENS CHINOS

Size	1/2 Waist Opening	Inseam Reg 30"	Inseam Long 32"
6	32cm	75cm	80cm
8	34cm	75cm	80cm
10	36cm	75cm	80cm
12	38cm	75cm	80cm
14	40cm	75cm	80cm
16	42cm	75cm	80cm
18	44 cm	75cm	80cm


WOMENS TOPS


Size	
XS	8
S	10
M	12
L	14
XL	16


Here at So Denim we have created a series of handy print guides for you, each providing information on the compatibility of our denim with various embellishment methods. You can be sure our garments will perform consistently and well above industry standards.

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