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US Group Presents Denim Fabric Collection '18/'19

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US Group Presents Denim Fabric Collection '18/'19



The history of the US Group

The US Group was started in 1975 by two friends, Mr. Mian Ahsan and Mr. Asvaid Arshad Bhatti in Pakistan. They started as a part time apparel trading business. It was in 1985 that the US Group opened the doors of their first manufacturing facility. In this same year they launched their denim brand "Leeds" which became well known in the Indian subcontinent. Ten years later the US Group became the No. 1 exporter of bottom wear in twill and denim with sales and marketing offices in the UK and Germany.

Another ten years later they made a strategic shift to focus specifically on growing their denim product ranges. In the year 2006 they set-up a state of the art denim fabric manufacturing company. The next step was to hire international experts focussed on design, development, garment washing, finishing and technical support. Last year the US Group opened their doors at a new regional office located in London.

Autumn - Winter 2018 - 2019 collection

For the upcoming Autumn - Winter 2018 - 2019 collection the US Denim Group introduced their new innovative fabrics. With this new denim fabric collection they show the future of denim, but they also made a bridge in the past. A perfect combination from both to create something different and unique. To showcase the new collection they made a collection in a high level made lookbook and short videos. The look book and videos are separated in chapters with all the technical aspects and look & feel in mind of every fabric.

For the creation of this special project the US Group teamed-up with the best of the best in the industry. They created a kind of dream team. The look book is shot by: Nick Clements (known from *Menstyle*) and Stephanie Stan Smith. All the videos are directed by Oscar Oldershaw (Denim Shorts). The art direction of this project is done by talents Sadia Rafique, Makin Sajid (Endrome) and Nickque Patterson.

You can see the new US Group collection at the upcoming *Kingpins Show* in New York next week. (10th and 11th of May).

Selvedge: Authentically made selvedge denim fabrics made on old vintage shuttle looms.

