

Disclosing Designer Denim

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Staff Writer

With names such as Paper Denim& Cloth, Rock & Republic, and True Religion, designer denim has taken the fashion world by storm. Loyal customers will pay upwards of \$200 for a single pair of these jeans, but do they know the story behind the companies that fabricate and the designers who create such merchandise?

Designer denim exploded onto the fashion scene during the fall of 2000 with the introduction of the 7 For All Mankind line. Headquartered in Los Angeles, Ca., the company had an unprecedented first-year sales total of \$13 million.

Over the past seven years, 7 For All Mankind has grown to include a children's line, a men's line, footwear, handbags and sportswear. The company has also forged partnerships with fashion moguls Zac Posen, Pucci and Evan Yurman.

>Remaining the preferred denim brand of Ben Affleck, Cameron Diaz, Jake Gyllenhaal and Angelina Jolie, 7 For All Mankind jeans and accessories are sold at upscale retailers including Neiman Marcus and Saks Fifth Avenue, in addition to "boutiques in over 80 countries throughout the world," cites the company's website.

For more information on this forerunner of the designer jean world, visit <http://www.7forallmankind.com>.

Founded in 2003 by Lucky Brands and 7 For All Mankind designer Jerome Dahan, Citizens of Humanity is another label to reach the designer denim apex. The company calls headquarters

the city of Huntington Park, Ca.

Besides its core lineup of women's jeans, Citizens of Humanity also offers knit tops, a maternity line, and a men's line.

>The company partnered with Berkshire Partners, a private equity firm located in Boston, for investment purposes in 2006.

The Citizens of Humanity brand can be found in high-end retail shops as well as in specialty boutiques. Visit Berkshire Partners' website at http://www.berkshirepartners.com/news_press_2006feb1.shtml for more details on the history of Citizens of Humanity.

Paige Adams-Geller, a fit model for the aforementioned denim brands 7 For All Mankind and Citizens of Humanity, quickly jumped on the designer jean bandwagon when she created Paige Premium Denim in 2004. >Before becoming known as "the Woman With the Most Revered Bum in the World," Adams-Geller called rural Alaska home, became Miss California in 1991, and did "hot body" guest appearances on Baywatch, according to Mark Ellwood, a columnist for London's *The Independent* on Sunday.

Three years later, Adams-Geller's own line can be found in over 2,000 stores worldwide. Her company's headquarters is in Los Angeles, Ca.

Paige Premium Denim offers a wide variety of women's and men's jeans, as well as "contemporary tops and bottoms," and children's, maternity, and petite lines, according to the company's website, <http://www.paigepremiumdenim.com>.

A newcomer on the

designer denim market is LoFli, a brand founded in 2006 by designers Donald Anthony and Sheel Khemka.

Anthony has been a figure in the fashion world since 1979, when he concluded his career as an All-American soccer player.

Khemka, who holds an honors degree in Aesthetics and Philosophy from Oxford University, designed the LoFli brand to include a "quintessentially English elegance without the nostalgia, and West Coast Californian novelty without the fuss," cites the company's webpage.

For more information on this up-and-coming designer denim brand, pay a visit to the LoFli website at <http://www.lofli.com>.

Designer denim also hits close to home with the manufacturing plant Taylor Togs, whose locations are in Micaville and Taylorsville, N.C.

According to an article by Jen Aronoff that appeared in *The News & Observer* on Thursday, August 30, Taylor Togs is responsible for fabricating the denim designs of companies such as Cone Denim and Rag & Bone. It has also worked with Gap to produce pieces for the store's Product Red line as well as with Levi to manufacture the company's vintage line, whose pieces are sold for an astounding \$500 and up.

Kathy Garland, a sewing supervisor at the Taylor Togs' Micaville factory, states that the company represents one of just two or three companies in the Southeast that are able to produce the quality of work denim designers

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Star Tech

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Pivot: connecting home and away. What are the perks? For starters, Pivot allows the user to make unlimited calls between her digital home telephone and her cell phone. Also, calls to the wireless phone are easily forwarded to the home phone, meaning that the cell phone minutes can be saved for those times of need when the land line is inaccessible. In addition, voicemails from both the cell phone and the home phone are easily reached.

Pivot also includes Mobile TV, enabling *coughTVaddicts*cough* to view some of their favorite channels on a microscopic cell phone screen. For the real TV addicts, Mobile TV includes a feature that shows upcoming TV listings . . . plan an evening of shows even before returning home. Seriously, though, Mobile TV could be useful for people who have long bus rides and want to catch up on the latest news, sports, weather and more.

Picture this: a two-inch screen plus email. I can't imagine being away from a computer and receiving an email so urgent that it requires an immediate reply (using only the cell phone

keypad, of course). However, if such a thing does happen, Pivot customers will be armed and ready to correspond with lightning speed. New Pivot cell phone: \$200. Monthly bill: \$80. Taking your email with you wherever life takes you: priceless.

In addition to email capabilities, Pivot also includes Mobile Web. You guessed it: Pivot allows users to access and browse the internet with broadband-like speeds and to use instant messenger. Again, for those with long bus rides or frequent flights, catching up on world events is easier with help from Pivot.

Although it offers so many new technological features, Pivot also includes the basics: pictures, address book, messaging and access to the Sprint Music Store. Pivot is available on the Sprint network in conjunction with Time Warner Cable, Comcast, Bright House Networks or Cox. Users may choose from a smattering of calling and multimedia plans, and also from multiple wireless phones. Visit <http://mypivot.com/> for all information regarding Pivot technology.

Contact the columnist with your own technological interests by e-mail at mcglaugh@meredith.edu

Habitat comes to MC

The Meredith College Chapter of Habitat for Humanity invites you to a kick-off for the Meredith College Habitat Home on Thursday, Oct.

4 from 12 p.m. to 12 a.m. There will be several events throughout the day.

FYE students are helping. Habitat cont. on pg. 6