

[Television personality](#) and AZfoothills.com columnist [Nadine Toren](#) is scouring the area, finding savvy Valley features, bringing readers “on the scene.” Every day she’ll introduce you to [celebrities](#), [athletes](#), and give you an inside look into local events and hot spots. She’ll touch on topical issues, and keep AZ fans posted on all the big talkers [around town](#).



’Tis the season to splurge. Yep, it’s time to stock up on the ultimate universal apparel item: jeans. We’re giving you a sneak peak inside the hottest hub for denim, located in the heart of Scottsdale.

It is, by far, the best thing that’s happened to your butt. Yep, a jean-lover’s dream-come-true--a Mecca of pants perfect for every size, shape, and form.

Introducing Industrie Demin, Scottsdale Quarter’s newest addition. Consider it any shopaholic’s paradise—an array of the latest and greatest jeans on the market. American Rag founder Mark Werts opened the first location in San Francisco, and chose AZ for his second flagship store.

“From the moment Industrie Demin was conceived until now, the chemistry has been spectacular and it has been a magical project. We have more than 1,000 pieces falling into place so customers will experience something dynamic and unique,” said Mark Werts, Industrie Denim LLC CEO.

Werts has a wealth of fashion experience, having worked closely with Levi Strauss and Co. He teamed up with a handful of his highly acclaimed retail colleagues, with the hope of offering devout demin lovers the ultimate playground. That’s why his posse of fashionistas came up with Industrie; a hub he says features the best jeans in the world.

“We have about 80 most sought-after denim collections, including Levi’s® Red Tab, Levi’s® Made & Crafted, Levi’s® Vintage Clothing (LVC), Dockers®, Double RL, J Brand, PRPS, Nudie, AG, Ernest Sewn, Joe’s, and Current/Elliott,” he said.

And the list goes on.

However, if you’re one of those people who fear denim, surrender your hesitation. At Industrie, perusing is no longer tedious for stressed-out shoppers. The store staffs the savviest of pros, available for consultations, alterations, and exclusive fitting sessions. Plus, you can get a 360-degree view of any perspective purchase with the store’s Booty Cam, allowing customers to view jeans from the back-side.

“We’re changing the way you shop. We want you to have fun.”

And it’s also fun at the check-out counter. Yes, you can definitely find the priciest of luxurious jeans, but you can also leave armed with an affordable wardrobe. Plus, because the store is backed by Levis, one of the world’s largest brand-name apparel companies, Werts says you’re sure to find your new favorite pair of booty-flaunting pants.

To get a sneak peak at the store, stop-by *Arizona Foothills Magazine*’s Industrie Denim Holiday Party. There will be tons of fabulous sales, specials, and giveaways, so be sure to make an appearance. It’s Thursday, December 1st from 6-9pm. R.S.V.P. at slove@azfoothills.com.

www.industriedenim.com



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