

AZ's First Denim Manufacturer Opens in Phoenix

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The first and only denim manufacturer in Arizona opens the doors of its first store at CityScape Phoenix on Oct. 12. Lawless Denim & Co. will offer 100 percent handmade, custom-fit jeans, denim clothing items and leather goods in a 3,200-sq.-ft. space.

Customers will be assisted by denim smiths and an in-store designer to select sizing, denim type, cut, style, stitching color and button finishes. Each pair of custom jeans are priced around \$245. Lawless will also have ready-made jeans that can be tailor fit and priced from \$85 to \$180. The products stay true to classic American denim manufacturing with brass hardware, vintage-sewn stitches and the highest quality American and Japanese selvedge denim.

"It's all about keeping with tradition and bringing each customer a truly unique and custom-made pair of jeans that will easily become their favorite pair of jeans," says Roman Acevedo, Phoenix resident and owner of Lawless Denim & Co. "You can't get anything like this in Arizona. In cities like New York and Los Angeles, you'll typically pay \$400 for custom jeans. Our jeans are handmade to your body type with high-quality denim in classic styles that will never go out of style. The best part – you're part of the design process."

In celebration of its grand opening week, Lawless is offering customers a custom-made pair of jeans for \$175 from Oct.13 through Oct. 20. Also, men's and women's ready-made jeans in white oak raw selvedge denim will be on special for \$107. www.lawlessdenim.com.