



So
DENIM
by AWDiS

2020





We believe that great denim is timeless, and we have carefully designed a range of adaptable, affordable staples that you can live your life in, from work right through to the weekend. Each garment in the 2020 So Denim range is versatile enough to be worn together or apart to seamlessly fit into your wardrobe. Our contemporary styles are infused with the detailing we know our customers love and need, making it perfect for any occasion.

For 2020, we welcome the anticipated black colourway to the Noah (SD060) and Olivia (SD065) denim jacket. Wear with our high-street-inspired fashion jeans, for the perfect casual look. This year also saw the addition of the shorter leg length to the SD014 Lara Skinny Jean. Whatever the demands of your wardrobe, explore the endless possibilities of So Denim.

JEANS & CHINOS

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So
DENIM



LIGHT
BLUE
WASH



DARK
BLUE
WASH

SD001 LEO STRAIGHT JEANS

Straight 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

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in

Regular Length 79cm / 31in

Long Length 84cm / 33in

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



Black




Dark Blue
Wash





Mid Blue
Wash



Light Blue
Wash

 For JT001 t-shirt see justtsbyawdis.com

 For EA060 jumper see ecologiebyawdis.com

 For JH047 full zip sweat see justhoodsbyawdis.com

 For EA011 polo shirt see ecologiebyawdis.com



BLACK





SD011 KATY STRAIGHT JEANS

Straight fit / Stretch denim

Light blasting & 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

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30in

Long Length 82cm / 32in

Fabric Content Blue Washes 98% Cotton / 2% Elastane

Black 77% Cotton / 21% Polyester / 2% Elastane

Fabric Weight 9oz (all colours)



Black



Dark Blue
Wash





Mid Blue
Wash



Light Blue
Wash

 For SD035 t-shirt see [page 22-23](#)

 For EA062 jumper see ecologiebyawdis.com

 For SD047 shirt see [page 30](#)





So
DENIM

BLACK

www.sodenimbyawdis.com

A young man with dark hair is sitting on a wooden chair with a grey upholstered seat. He is wearing a blue denim long-sleeved button-down shirt and blue denim jeans. He is looking off to the side with a thoughtful expression. The background is a warm, orange-brown color.

So
DENIM

MID
BLUE
WASH



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

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in

Regular Length 79cm / 31in

Long Length 84cm / 33in

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



Black




Dark Blue
Wash





Mid Blue
Wash

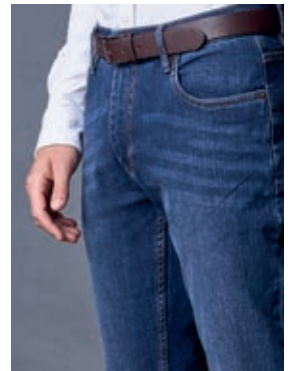


Light Blue
Wash

 For SD040 shirt see page 24

 For SD042 shirt see page 28

 Jacket – models own



DARK
BLUE
WASH

SKINNY STRETCH DENIM

DARK
BLUE
WASH



SD014 LARA SKINNY JEANS

Skinny fit / Stretch denim

Light blasting & 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

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 / 32 in

Fabric Content Blue Washes 98% Cotton / 2% Elastane

Black 77% Cotton / 21% Polyester / 2% Elastane

Fabric Weight 9oz (all colours)



Black



Dark Blue
Wash



Mid Blue
Wash




Light Blue
Wash

 For SD070 jacket see page **37**

 For JH016 hoodie see justhoodsbyawdis.com

 For SD065 jacket see page **34**

 For SD045 shirt see page **26**

 For SD047 shirt see page **30**





SD050 LUKE FASHION JEAN

Slim / Fashion fit

Fashion fading and whiskering

Creasing at thigh area

Subtle distressing at pockets

Self-fabric belt loops

Metal rivet detail at pocket corners

Twin needle stitching detail

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in

Regular Length 79cm / 31in

Long Length 84cm / 33in

Fabric Content 98% Cotton / 2% Elastane


Fabric Weight 10oz



Faded
Fashion
Black



Faded
Fashion
Indigo

 For SD042 shirt see page 28

 For JH019 hoodie see justhoodsbyawdis.com



FADED
FASHION
BLACK

So
DENIM

FADED
FASHION
INDIGO

www.sodenimbyawdis.com

So
DENIM

FASHION SKINNY DENIM

FADED
FASHION
BLACK



SD055 SOPHIA FASHION JEAN

Skinny / Fashion fit

Fashion fading and whiskering

Creasing at thigh area

Subtle distressing at pockets

Self-fabric belt loops

Metal rivet detail at pocket corners

Twin needle stitching detail

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30in

Long Length 82cm / 32in

Fabric Content 98% Cotton / 2% Elastane


Fabric Weight 10oz




Faded
Fashion
Black



Faded
Fashion
Indigo

 For JT001F t-shirt see justtsbyawdis.com

 For JH019 hoodie see justhoodsbyawdis.com

 Jacket – models own

FADED
FASHION
INDIGO



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

Waist 28 / 30 / 32 / 34 / 36 / 38 / 40in

Regular Length 79cm / 31in

Long Length 84cm / 33in

Fabric Content 98% Cotton / 2% Elastane

Fabric Weight 290gsm all colours



Black



Navy





Slate





Stone

 For SD070 jacket see page 36

 For EA080 hoodie see ecologiebyawdis.com

 For SD040 shirt see page 24

 For SD042 shirt see page 28

 Cardigan – models own





So
DENIM

BLACK

SKINNY STRETCH CHINO

STONE

SLATE



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

Size 6 / 8 / 10 / 12 / 14 / 16 / 18

Regular Length 77cm / 30in

Long Length 82cm / 32in

Fabric Content 98% Cotton / 2% Elastane

Fabric Weight 290gsm all colours



Black




Navy





Slate



Stone

 For SD045 and SD047 shirts see pages **28 30**

 For EA060 jumper see ecologiebyawdis.com

 Jacket – models own





DARK
BLUE
WASH



SD030 ZAC INDIGO T

Fashion fit
Single jersey
Ribbed collar
Contrast cover stitching at hem and armholes
Short set in sleeves
Graduate colour fade effect

Size S / M / L / XL / XXL

Fabric Content 100% Cotton

Fabric Weight 180gsm all colours



Dark Blue
Wash



Light Blue
Wash

For SD004 jeans see page 8

DARK
BLUE
WASH

So
DENIM



www.sodenimbyawdis.com



DARK
BLUE
WASH

LIGHT
BLUE
WASH

INDIGO WASH T-SHIRT



SD035 MIA INDIGO T

Fashion fit
Single jersey
Ribbed collar
Contrast cover stitching at hem and armholes
Short set in sleeves
Graduate colour fade effect

Size XS / S / M / L / XL

Fabric Content 100% Cotton

Fabric Weight 180gsm all colours



Dark Blue
Wash



Light Blue
Wash

For SD011 jeans see page 6



So
DENIM

LIGHT
BLUE



BLACK

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

Size S / M / L / XL / XXL

Fabric Content 100% Cotton

Fabric Weight 5.44 oz



Black



Dark Blue



Light Blue

For SD001 jeans see page 4



DARK
BLUE



LIGHT
BLUE



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

Size XS / S / M / L / XL

Fabric Content 100% Cotton

Fabric Weight 5.44 oz



Black



Dark Blue



Light Blue

 For SD014 jeans see page 10

 For SD055 jeans see page 14



So
DENIM

BLACK

LIGHT
BLUE



SD042 OSCAR KNITTED SHIRT

- Fashion fit
- Micro Pique 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

Size S / M / L / XL / XXL

Fabric Content 95% Cotton / 5% Elastane

Fabric Weight 190 gsm



Black



Blue



White

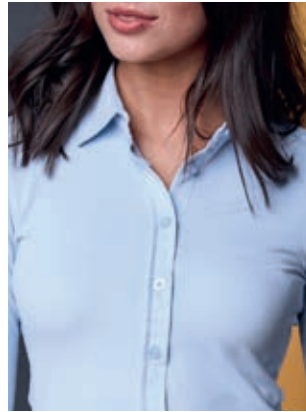
 For SD020 trousers see page 16



BLUE



KNITTED STRETCH SHIRT



BLUE



SD047 ANNA KNITTED SHIRT

Fashion fit

Micro Pique 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

Size XS / S / M / L / XL

Fabric Content 95% Cotton / 5% Elastane

Fabric Weight 190 gsm



Black



Blue



White

 For SD065 jacket see page **34**

 For SD025 trousers see page **18**

BLACK

So
DENIM

WHITE



So
DENIM

LIGHT
BLUE
WASH

DARK
BLUE
WASH

WARDROBE ESSENTIAL **DENIM**



BLACK

SD060 NOAH DENIM JACKET

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

Size S / M / L / XL / XXL

Fabric Content Blue Washes 99% Cotton / 1% Elastane

Black 73% Cotton / 25% Polyester / 2% Elastane

Fabric Weight Blue Washes 10.5 oz | Black 11oz




Black




Dark Blue Wash




Light Blue Wash

 For JT001 t-shirt see [justtsbyawdis.com](https://www.justtsbyawdis.com)

 For SD040 shirt see page 24

 For SD020 trousers see page 16

 For SD025 trousers see page 18

 For EA011 polo shirt see [ecologiebyawdis.com](https://www.ecologiebyawdis.com)



LIGHT
BLUE
WASH



DARK
BLUE
WASH



SD065 OLIVIA DENIM JACKET

- Contemporary female fashion fit
- Stretch denim
- 4 pocket styling
- Contrast stitching (blue only)
- Classic denim jacket panelling
- Shank button fastening
- Button cuff detail
- Inside back neck hanger loop

Size XS / S / M / L / XL

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




Dark Blue
Wash



Light Blue
Wash



Black

 For JT001F t-shirt see justtsbyawdis.com

 For SD055 trousers see page 14





LIGHT
BLUE
WASH

So
DENIM

DARK
BLUE
WASH

www.sodenimbyawdis.com

So
DENIM

BLACK

SD070 FRANKIE BOMBER JACKET

Fashion fit

Water and wind resistant fabric

Inner padding

Inner lining with embroidery access

Two front welt pockets

Ribbed collar, cuffs and hem

5 metal centre front zip

Zipped sleeve pocket

Inside back neck hanger loop

Size XS / S / M / L / XL / XXL

Fabric Content 100% Polyester

Fabric Weight 230 gsm



Black

👖 For SD011 trousers see page 6

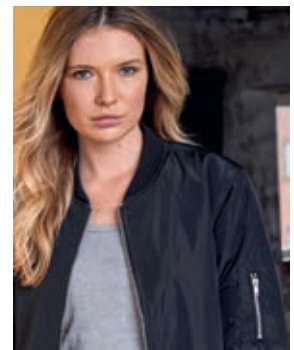
👖 For SD020 trousers see page 16



BLACK



BLACK

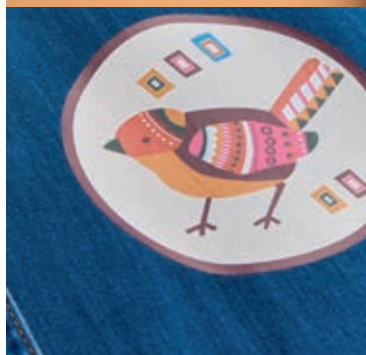


TRANSFER



Transfer printing is great for bold, vibrant, full colour designs, and single colour graphics, perfect for all of our So Denim styles including our polyester SD070 Frankie Bomber Jacket.

With a huge array of colours available from fluorescents to metallic print effects and flock velvet effects, achieve personalised high quality, stand-out designs on any of our garments.



TOP TIP

Want to create unique statement jeans or add company branding? Transfer print directly onto any of our So Denim range without worrying about unpicking pockets or fitting your equipment in the legs!



Make a statement by creating unique ranges through direct to garment printing. All of our denim contains a high percentage of cotton, making it an ideal canvas. Even on dark denim, DTG can achieve vibrant and colourful prints that have excellent wash fastness and soft hand. DTG offers the freedom to create high quality photorealistic images, or subtle and stylish branding, as long lasting and as versatile as our So Denim garments.

TOP TIP

When printing on dark colours, set your printer to print a white base to achieve the brightest results!



DTG

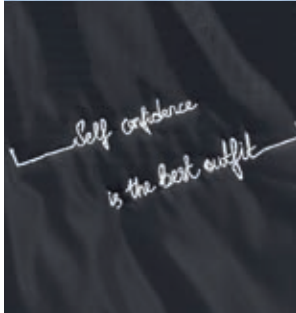
TOP TIP

Need to embroider the back pocket without affecting its usability? Unpick two sides, add your embroidery, then stitch it back on!



Embroidery is a classic embellishment technique producing bright and long lasting designs.

Be bang on trend and customise So Denim jeans and shirts with patterns or slogans to make them your own.



EMBROIDERY

APPLIQUÉ



For fun and unique styles, use So Denim as a base for numerous appliqué techniques, from iron and stitch on patches, to rivets and more. Stitch ribbon or tape onto the side seams of our jeans, or add contrast patch pockets to our shirts to create on-trend looks.

TOP TIP

For the ultimate appliqué design, digitally print stunning images onto fabrics, and apply them to the back of your denim jackets and shirts.



Be bold and use screen prints to create designs with high impact. This classic print technique is excellent if your designs have a limited colour palette and you need to print in high volumes. A long lasting print technique, screen printing is even suitable for dark colours, as blockers can be used before the colour is added

TOP TIP

Get creative and use speciality inks such as suede, glitter and 3D to give depth of colour and texture to your designs.



LASER

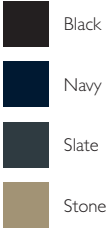
Be innovative and use laser technology to execute striking and individual designs. From subtle laser etched branding and images to dramatic cut out patterns and creative hem lines. Our So Denim fabrics are a fantastic base to build different depths of colour while etching designs.

TOP TIP

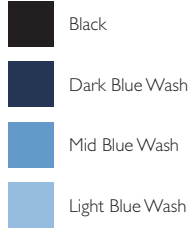
Why not create your own distressed jeans? Laser technology allows you to choose how much blasting and distressing you want to apply to your jeans. Our SD001 / SD004 / SD011 / SD014 are designed with minimal features, perfect for you to add your own mark.

COLOUR WASH GUIDE

SD020 / SD025



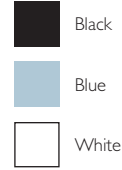
SD001 / SD004 / SD011 / SD014



SD040 / SD045



SD042 / SD047



SD030 / SD035



SD050 / SD055



SD060 / SD065



SD070



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

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

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

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

MENS TOPS

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

WOMENS TOPS


Size	
XS	8
S	10
M	12
L	14
XL	16








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