

SCENE

FEBRUARY 2012

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ICON EXCLUSIVE:

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MY SCENE WE CATCH UP WITH ESSEX JEWELLERS, EMSON HAIG

AN ITALIAN TREAT:
PAPILLON RISTORANTE IN
CHIGWELL IS CELEBRATING ITS
FIRST BIRTHDAY THIS FEBRUARY

FASHION AT COCO:
COCO IN WANSTEAD SHOWCASE
THEIR NEW COLLECTION OF
JAMES LAKELAND CLOTHING

BEST BRIDES:
IF FEBRUARY IS THE MONTH
OF LOVE, THEN WILL YOU
MARRY ME?

LIFE IN MOTION:
A BAT COUNTRY
PRODUCTIONS, ARE THE
FRESH NEW FACES ON
THE BLOCK

**'Boux
Avenue'**

Set hearts on fire this
Valentine's Day with Boux
Avenue's collection of
lust-worthy lingerie



DENIM

FROM DURABILITY TO DESIGNER

Today, jeans are the wardrobe staple; the most versatile item that now not only symbolises comfort, but is a style statement of unrivalled proportions – ranging from the high street’s mass-produced, ten-pounds-a pair versions; elevating to the bespoke Udeshi London’s made-to-order Heritage jeans, and Flavio Braviatore’s Billionaire Italian Couture jeans.

So how has such a simple fabric, intended over a century ago as a lowly cover for wagons and tent material, reached such fashion heights?

It was by accident that Levi Strauss became a fashion entrepreneur and inspiration for decades to come: in 1853, at the age of 24 and a German immigrant during California’s gold rush, Leob (later Levi) Strauss joined his brother’s business, selling dry goods in ‘The Land of Opportunity’. By chance, a prospective buyer asked what he was offering and declared he “should have brought pants!” (as he was yet to find a durable pair) - and from then the iconic jeans brand was born.

The denim cloth was first worn by gold miners as waist overalls, but after comfort

complaints, Levi Strauss began to use a more versatile twilled French cloth – ‘serge de Nimes’ - which created the nickname of ‘denim jeans’ known worldwide today.

Sociological and economic factors also contributed to the extraordinary growth of denim: World War Two made it a mass market, with rivals Wrangler and Lee vying for a cut in the burgeoning market (it was the wardrobe choice for off-duty soldiers).

Today you can’t move for seeing the next picture of a celebrity wearing the latest style or cut of jeans, but arguably the first person to make it a true style symbol was James Dean in *Rebel Without A Cause* – giving jeans iconic status and inspiring an entire generation.

It was during the 1980’s that jeans became truly high fashion, with Calvin Klein leading the way with its notorious advertising campaigns. All the main fashion houses have incorporated the cloth into their catwalk shows and season collections – proving how far denim has come from its humble beginnings.

Oscar Udeshi, creative director and founder of Udeshi says “Denim is the

pair of trousers for our generation and has gone from miners to Mayfair in a century. Denim is a staple, yet in the hands of a few it can be a luxurious product as well”.

You’ll know you’re buying into luxury when wearing Flavio Braviatore’s Billionaire Italian Couture range; each piece is handmade in Italy in small artisan workshops, in limited numbers, with special attention paid to the ultra-luxe fabrics, materials and details. Braviatore says that “Luxury is to feel good and comfortable in the item you wear: the cut, the fabric, and the details. I think that in today’s fast paced society, denim is a key element in our wardrobe’s and needs to take us through the day straight into evening”. Accessorised with leather detail such as python, crocodile skin and ostrich, velvet pockets and even gold thread stitching(!), the luxurious Billionaire Couture Jeans are definitely worthy of evening wear status, and prove just how far denim has been transformed over the last century.



Billionaire Italian Couture
www.billionairecouture.com
 Levi's
www.eu.levi.com
 Calvin Klein Jeans
www.calvinkleinjeans.com