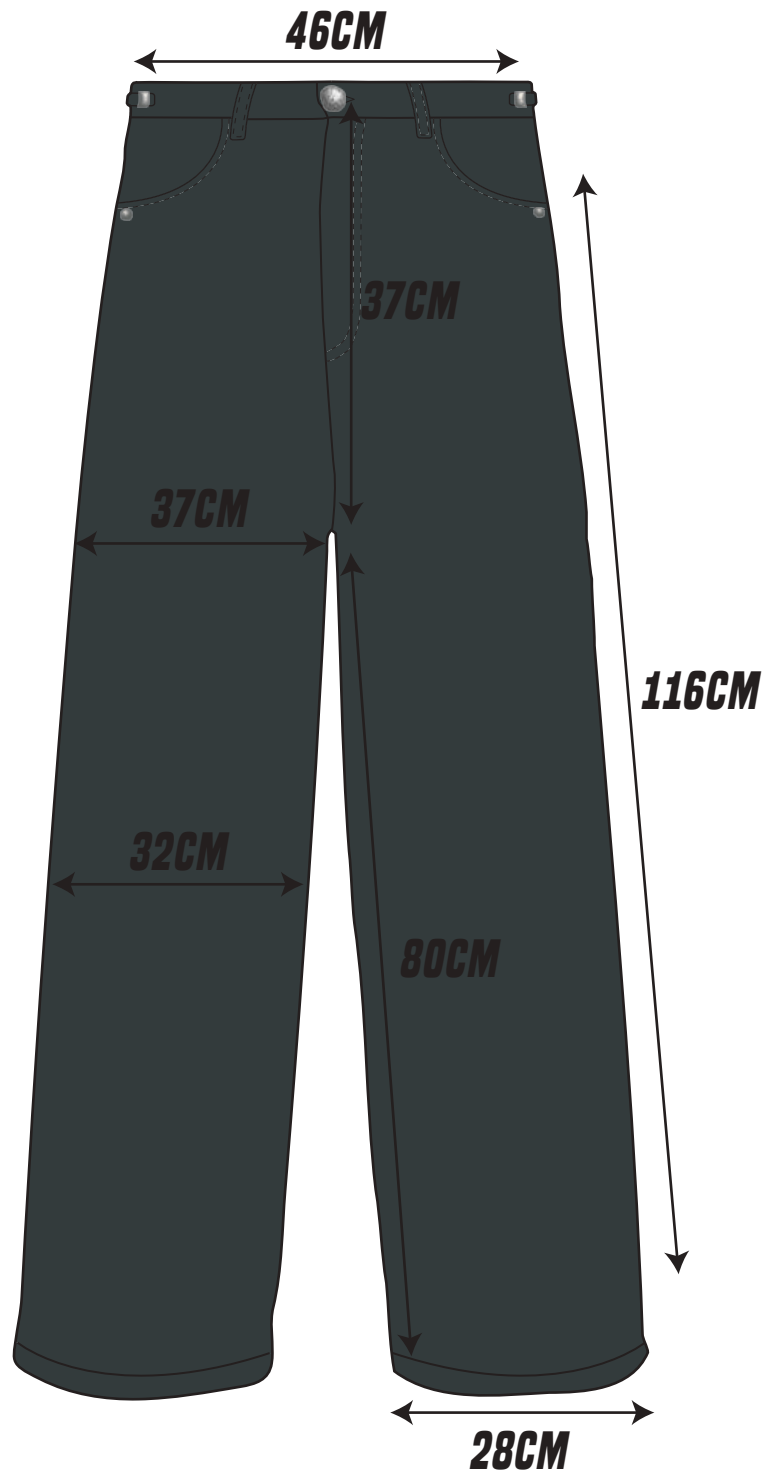


ROUGH MEASUREMENTS



MOODBOARD

(WE WANT THEM TO HAVE THIS FIT)



<https://www.weekday.com/en-dk/p/men/jeans/loose-fit/astro-loose-baggy-jeans-tuned-black-010/>

DETAILS



***THE BUTTONS SHOULD NOT BE PERFECTLY ROUND
THEY NEED TO HAVE SMALL IMPERFECTIONS IN THE SHAPE
AS SHOWN TO THE LEFT***



WE WANT THE EXACT SAME MECANISM AND LOOK AS IN THE YOUTUBE VIDEO

<https://www.youtube.com/watch?v=t69mW-N-nRQ>



***THE LAP OUTSIDE. NOT STRAIGHT TO GIVE THE JEANS A MORE
UNIQUE, HANDCRAFTED FEELING. THE QUALITY OF THE LEATHER
AND JEANS NEEDS TO COMPENSATE FOR IT BEING CROOKED, TO ENSURE
PEOPLE KNOW ITS INTENTIONAL
(STITCHING SHOULD ALIGN PERFECTLY WITH THE OUTER EDGE)***



***SHOULD BE LEATHER.
(PROOF OF GOOD QUALITY)***

NO TEXT WHATSOEVER, TO LET THE PRODUCT AND ITS QUALITY SPEAK FOR ITSELF

VISION/HVEM ER VI?

***WE STRIVE TO CREATE THE BEST PAIR OF PANTS YOU'LL EVER OWN.
MADE WITH PREMIUM MATERIALS AND CRAFTED FOR PERFECT FIT
AND DURABILITY, THESE PANTS ARE DESIGNED TO LAST AND ADAPT
TO YOUR LIFESTYLE.***

HANDLE WITH CARE TO ENJOY THEM FOR YEARS TO COME.

Skriv en tekst der forklarer hvordan bukserne er lavet, materialer osv.
og tryk på indenvendigt. det skal skrives i en mere loose tone end
normale washtags, men skal stadig lyde professionelt.
giver transparens og styrker folks tiltro til os.

vi vil gerne lave nogle bukser der er

We wanted to create a pair of pants with zero branding,
and just let the product speak for itself.

We wanted to create a pair of pants with zero branding,
and just let the quality and garments speak for themselves.

SVAG MAGNETSTRIBE VED LOMMERNE, SÅ DE FORBLIVER LUKKET OG TING IKKE KAN FALDE UD

PADDING VED BAGLOMMER SÅ MAN SIDDER BEDRE I DEM

INSPO



TEXT DETAILS

THE VISION

OUR VISION IS TO CREATE GREAT PANTS
THAT SPEAK THROUGH CRAFTSMANSHIP,
NOT THROUGH LOGOS OR LABELS.

WE ARE COMMITTED TO COMBATING
THE FAST-FASHION TREND BY DESIGNING
UNIQUE, VERSATILE PIECES THAT STAND
THE TEST OF TIME.

WE APPRECIATE YOUR SUPPRT
AND WELCOME YOU TO THE ESSENTIA FAMILY.

**ON THE LEFT FRONT POCKET
(INSIDE THE PANTS AS SHOWN IN PICTURE)**

THE PROCESS

BECAUSE OF OUR RULE "NO BRANDING" THE PANTS
WERE LACKING SOME UNIQUENESS. TO ACHIEVE SOME
CHARACTER WE MADE THE BUTTONS RESEMBLE
THE UNIQUE IMPERFECTIONS AS SEEN IN PEARLS.

WE LIKED HOWTHE BUTTONS TURNED OUT, AND
WANTED TO GIVE THE PANTS A BIT MORE OF "THAT".
THEREFORE WE MADE THE LEATHER TAG A BIT RUGGED
ASWELL.

IN ORDER TO BE AS EFFECTIVE WITH THE SIZING AS
POSSIBLE, WE MADE THE JEANS ADJUSTABLE

**ON THE RIGHT FRONT POCKET
(INSIDE THE PANTS AS SHOWN IN PICTURE)**

THE FORMAL

WASH TAG INFORMATION

HANDLE WITH CARE TO ENJOY THEM FOR YEARS TO COME.



ESSENTIA
SMALL

ESSENTIA
SLIM REGULAR GRAND

**TAG IN THE BACK OF JEANS
ON THE INSIDE**

DIFFERENT COLORS

