

+DENIM THERAPY

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CLASS TRADESHOW REPORT

Posted by *Sandoval Gomez* on February 14, 2011 at 4:40 pm.

In its seventh season, the **CLASS Tradeshow** has organized a showcase of independent, high-end and newcomer apparel, footwear and accessories brands at **Siren Studios in Hollywood**. The open plan of each display (no dividers or walls) helps buyers seamlessly float from one brand to the next. We saw some really cool new denim brands that are carried at select specialty boutiques (Neuw Denim, Prospective Flow, Sucker Jeans) and other more known premium jeans labels that are carried at larger retail chains (BOSS Orange, Kill City, Rock & Republic, WeSC).



↓ Click below to read our picks from CLASS! ↓

Prospective Flow—The L.A. based new kid on the block, and by far our biggest crush ever! From patchwork to reworked selvage denim shirts to a “100 Year” wash, see the side-by-side above (same jacket, different washes) , they had some of the most visually stimulating denim pieces at the trade show.

Kill City Jeans—Definitely killing us with denim pleasure we are loving what Kill City has to offer. Ultra modern Navajo print jeans! How can you go wrong with that? Killer!

Sucker Jeans—Ribbed for your pleasure and in an array of colors! Once reserved for political party conventions, seersucker adds texture to your jeans, following the season’s traveler trends via the railroad-like stripes.

Neuw Denim—Australian brand Neuw Denim hits stateside! We like their lean and clean designs with an ultra Rocker vibe. You won’t be finding any wide-leg fits here! We love their Black Collection in which black thread is woven in the weft (horizontally) instead of the traditional white thread. The effect: the more you wear it, the black fades out to look “dirtier.” Yes please! [Read Denim Therapy's previous review of Neuw Denim.](#)

BLKSMTH Denim—The type of denim for the guy who wants a hands-down easy to wear basic jean with major style. With just enough industrial details to keep it on trend but with a classic feel.

Intrigued? Stay tuned for an in-depth look at some of these brands and more as we bring you more coverage from CLASS!

—*Kathy Ng Hassan & Sandoval Gomez*