



So Denim Product Specification 2025
Issue 1

Style Code: SD001

Style Name: Leo Straight Jeans



Retail Copy:

Made from a 10.5-11oz soft, stretch denim and cut for comfort . These modern and versatile jeans have a straight fit that sit on the hips with traditional 5 pocket styling, making them great for everyday wear.

Colours:	CMYK References	Sizes
Black	Black	28"- 40"W
Dark Blue Wash	100 / 71 / 10 / 14	28"- 40"W

Sizes to fit: 28"W, 30"W, 32"W, 34"W, 36"W, 38"W, 40"W

Regular Length - 79cm/31inch

Long Length - 84cm/33inch

Fabric Name: Classic Denim

Fabric Content: 99% Cotton/1% Elastane
73% Cotton/25% Polyester/2% Elastane (black only)

Fabric Weight: 10.5oz
11oz (Black Only)

Carton Qty: 12

Pack Qty: 3

Key Features:

- Straight fit
- Stretch denim
- 5 pocket styling
- Shank button and YKK zip fly fastening
- Metal rivet detail at pocket corners
- Twin needle stitching detail
- Self-fabric belt loops

Wash Care Instructions:

