



So Denim Product Specification 2024  
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.

<b>Colours:</b>	<b>CMYK References</b>	<b>Sizes</b>
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:**

