

An underwater photograph of a group of people in various styles of jeans, swimming and interacting in clear blue water. The scene is captured from below, showing the water's surface with ripples and light reflections. The people are mostly shirtless or in dark tops, and their jeans are in various colors and styles, including light blue, dark blue, and black. They appear to be in motion, with some reaching out towards each other.

OUTERKNOWN

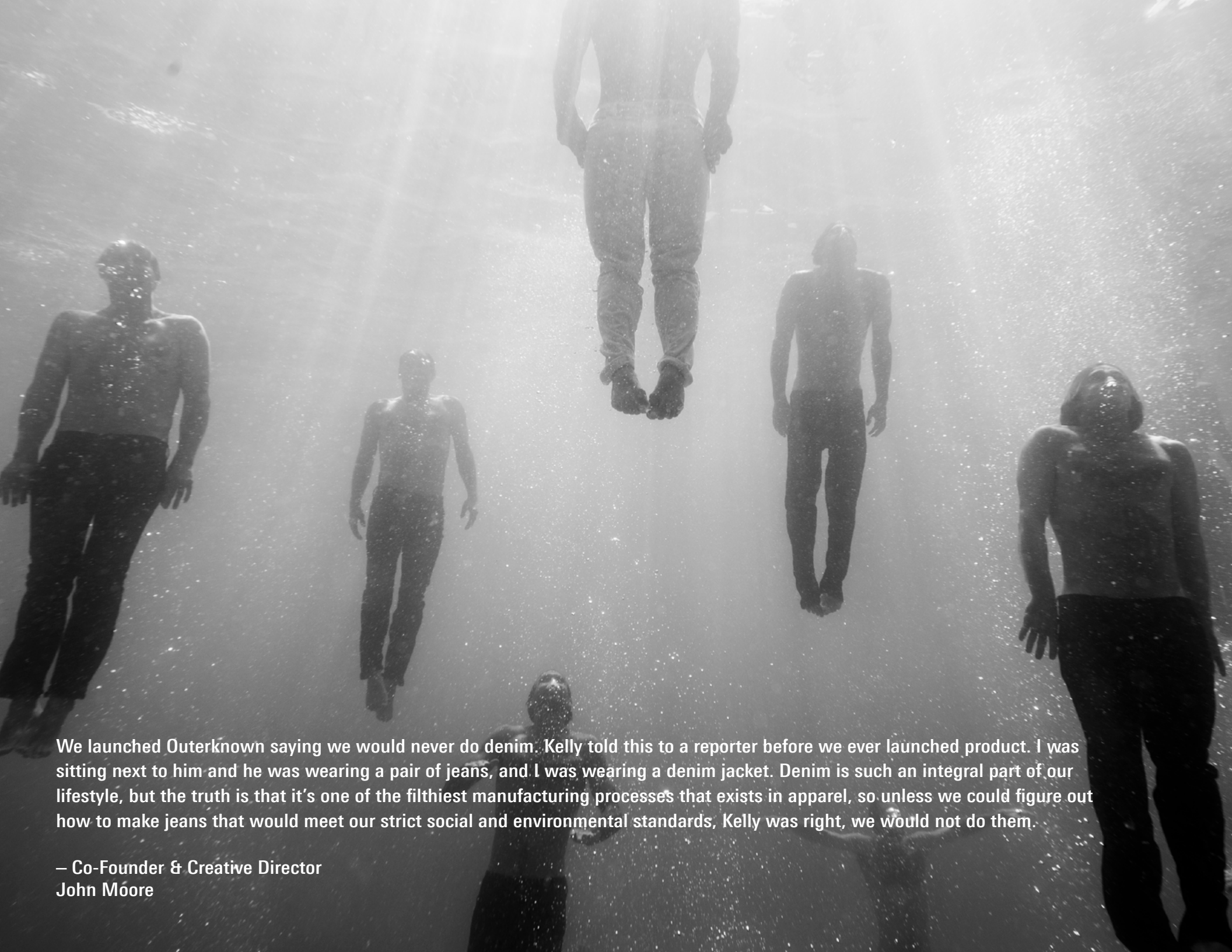
# S.E.A. JEANS

**SOCIAL ENVIRONMENTAL  
ACCOUNTABILITY.**

**GUARANTEED  
FOR LIFE.**

**THE PERFECT  
PAIR FOR YOU.**





We launched Outerknown saying we would never do denim. Kelly told this to a reporter before we ever launched product. I was sitting next to him and he was wearing a pair of jeans, and I was wearing a denim jacket. Denim is such an integral part of our lifestyle, but the truth is that it's one of the filthiest manufacturing processes that exists in apparel, so unless we could figure out how to make jeans that would meet our strict social and environmental standards, Kelly was right, we would not do them.

— Co-Founder & Creative Director  
John Moore



## **S.E.A. SOCIAL ENVIRONMENTAL ACCOUNTABILITY.**

Sourcing the best suppliers and forging new partnerships – our S.E.A. JEANS are leading the fleet of sustainable manufacturing. We are using 100% organic cotton from two of the best mills in the world (Candiani & Isko) and our intention is to be fully transparent from the field, to the mill, to the factory and ultimately, to the customer. We're proudly working in the world's cleanest denim factory called Saitex in Vietnam. Saitex recycles 98% of the water used in development, and the other 2% is turned into sludge that they can make into building bricks. They also harvest rain water, air dry 85% of their jeans to save energy, and their factory is solar-powered.

We have an internal mantra – “don't expect what we don't inspect” and our team has been there multiple times during the vetting, development and production process to ensure that we are delivering on all of our promises.

## **GUARANTEED FOR LIFE.**

We back our sustainable S.E.A. JEANS for life. If your jeans tear or wear out at any time, we will repair or replace them at our cost. And if you're ready for a new pair of S.E.A. JEANS don't throw your old pair away. Send them to us and we'll upcycle them to make sure they don't end up in a landfill.





## THE PERFECT PAIR FOR YOU.

*3 fits, 3 fabrics, 3 washes, 4 colors, 12 options*

**THE DRIFTER** is a mid-rise jean cut from 12 oz organic cotton from the Isko mill in Turkey. This style is overdyed in 4 colors, Fatigue, Mirage, Salt and Faded Khaki. The hand is super buttery, and the cool, muted tones transition perfectly from summer to fall. The top block is on the relaxed side and carrots to a 14" leg opening.

**THE AMBASSADOR** Jean comes in two fabrics—selvedge and stretch. The selvedge version is a 12.5 oz 100% organic cotton from the Candiani mill in Italy. It's piece dyed with a rinse, it's got a really soft hand, and only comes in a 'Deep Blue' color. The second fabric is also a 12.5 oz from Candiani, but it's 98% organic cotton with 2% stretch and comes in an 'Indigo Rinse', 'Medium Indigo' and 'Black'. The Ambassador Jean is a modern slim fit that's not too tight at the thigh and hip with a 14" leg opening.

**THE LOCAL** Jean is our update on the classic full-cut jean, with a generous rise, thigh and 15 1/2" leg opening. We built this jean for the confident local who's got credibility in spades and never has to chase trends. The Local Jean comes in the same qualities of selvedge and stretch as The Ambassador.

# THE DRIFTER TAPERED FIT

The Drifter Tapered Fit is built out of a 13.5 oz mid-weight organic cotton jersey, and is garment dyed for a soft, lived in feel. Tapered fit sits at the waist and has a regular fit at the thigh, tapered below the knee with a 14" leg opening. Cut, sewn, washed and hung to air dry at Saitex, the world's most sustainable denim factory. Features signature Outerknown hardware and trims.



FABRIC: 100% Organic Cotton  
LEG OPENING: 14"  
INSEAM LENGTH: 30", 32", 34"  
SIZE: 28 — 38

# THE AMBASSADOR SLIM FIT

The Ambassador Slim Fit comes in 3 washes of mid-weight 12.5 oz organic cotton with a hint of stretch in a modern fit. Our slim cut sits at the waist and is slim through the waist, thigh and down the leg. 14" leg opening. Cut, sewn, washed and hung to air dry at Saitex, the world's greenest denim factory. Features signature Outerknown hardware and trims.



FABRIC: 98% Organic Cotton 2% Spandex

LEG OPENING: 14"

INSEAM LENGTH: 30", 32", 34"

SIZE: 28 — 38

# THE AMBASSADOR SLIM FIT SELVEDGE

The Ambassador Slim Fit comes in a 13 oz rigid organic cotton selvedge. We sourced our small batch selvedge from the famous Candiani denim mill in Milan, and had the whole thing cut, washed and sewn at Saitex, the world's greenest denim factory. Features signature Outerknown hardware and trims.



**FABRIC:** 100% Organic Cotton  
**COLOR:** ISV - Indigo Selvedge  
**LEG OPENING:** 14"  
**INSEAM LENGTH:** 30", 32", 34"  
**SIZE:** 28 — 38



# THE LOCAL STRAIGHT FIT

The Local Straight Fit is offered in 3 washes of mid-weight 12.5 oz organic cotton with a hint of stretch. Our straight fit sits at the waist with a slightly higher rise than our slim fit, and is relaxed at the waist, with a straight fit through the thigh and down the leg. 15 1/2" leg opening. Cut, sewn, washed and hung to air dry at Saitex, the world's greenest denim factory. Features signature Outerknown hardware and trims.



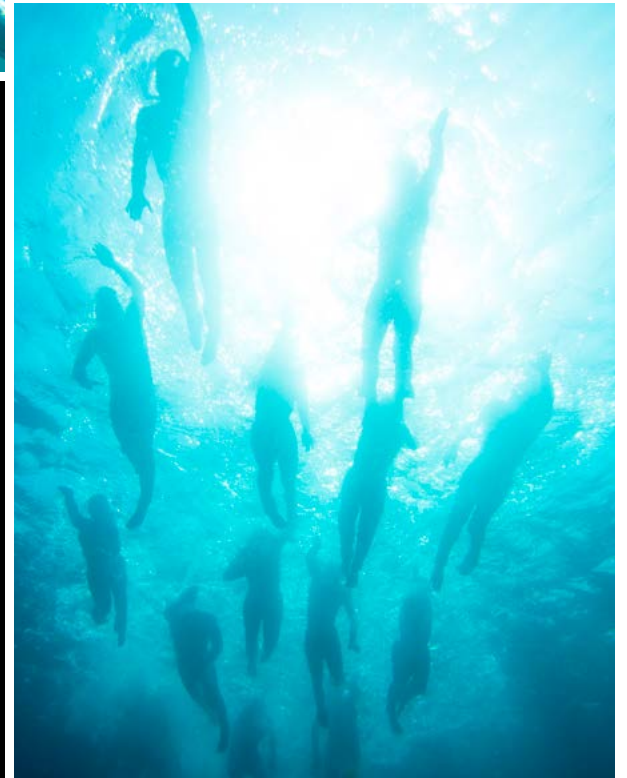
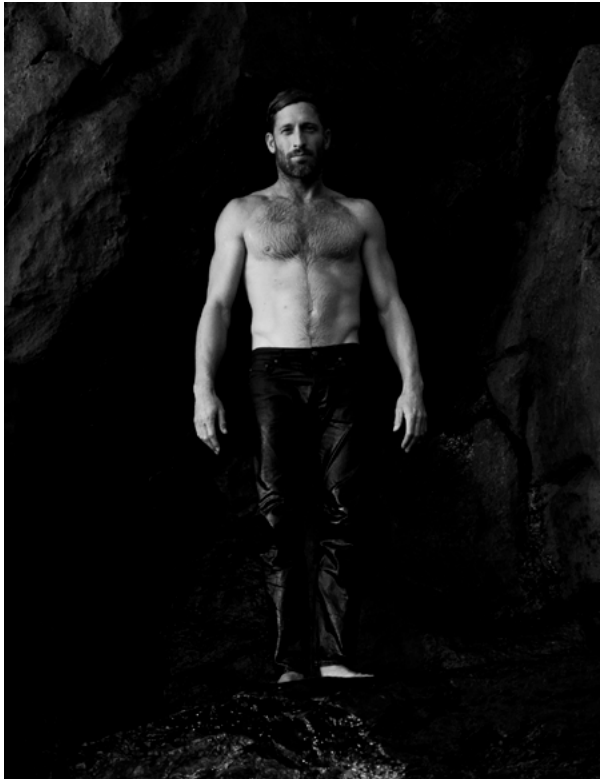
FABRIC: 100% Organic Cotton  
LEG OPENING: 15 1/2"  
INSEAM LENGTH: 30", 32", 34"  
SIZE: 28 — 38

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The Local Straight Fit is offered in a 13 oz rigid organic cotton selvedge. We sourced our small batch selvedge from the famous Candiani denim mill in Milan, and had the whole thing cut, washed and sewn at Saitex, the world's greenest denim factory. Our straight fit sits at the waist with a slightly higher rise than our slim fit, and is relaxed at the waist, with a straight fit through the thigh and down the leg. 15 1/2" leg opening. Features signature Outerknown hardware and trims.



FABRIC: 100% Organic Cotton  
COLOR: ISV - Indigo Selvedge  
LEG OPENING: 15 1/2"  
INSEAM LENGTH: 30", 32", 34"  
SIZE: 28 — 38



"The jeans of the moment have an inherently limited lifespan linked to the zeitgeist." said a journalist in trade story we read the other day. We took a different approach at Outerknown. Our S.E.A. JEANS are meant to last forever. Find the perfect pair for you.

