*Pax Denim* combats over-consumption and environmental degradation by marrying classic and fashionable design to green production processes. *Pax Denim* fundamentally contradicts industry values of planned, preemptive obsolescence through good fit, quality materials, and visually pleasing aesthetic elements. *Pax Denim* sustains and revitalizes the American Apparel and Textile industry and culture by revitalizing and reforming the iconic American blue jean. *Pax Denim* reinforces social values of freedom, individuality, and comfort in a fresh, healthy way while preserving a rich American history.

From Function to Fashion

A Garment for both the Farmer and the Fashionista

The Denim Jean is Mass-Produced Individuality