



## who we are

### WE ARE

- the simple rebel
- the superb fit
- the staple
- the body specialists

### WE DELIVER

- superior product
- fashion-forward innovation
- a fit for every body type

### WE SUCCEED

- by not being above the job
- by commitment
- by teamwork
- by integrity
- by customer loyalty

### WE THRIVE

- on innovation
- on creativity
- on open mindedness
- on inspiration

### WE EXPECT

- superior performance
- product specialists
- customer satisfaction
- creative environments



## Joe's Jeans brand overview

Joe's products are the creation of Joe Dahan, the eponymous brand's founder. His easy going nature surprisingly belies his cutting edge creativity. Each season continuously evolving and expanding. Always modernizing classic wardrobe staples Joe's can simply be defined as classic chic. Each design is confident, sexy, a pure distillation of fashion.

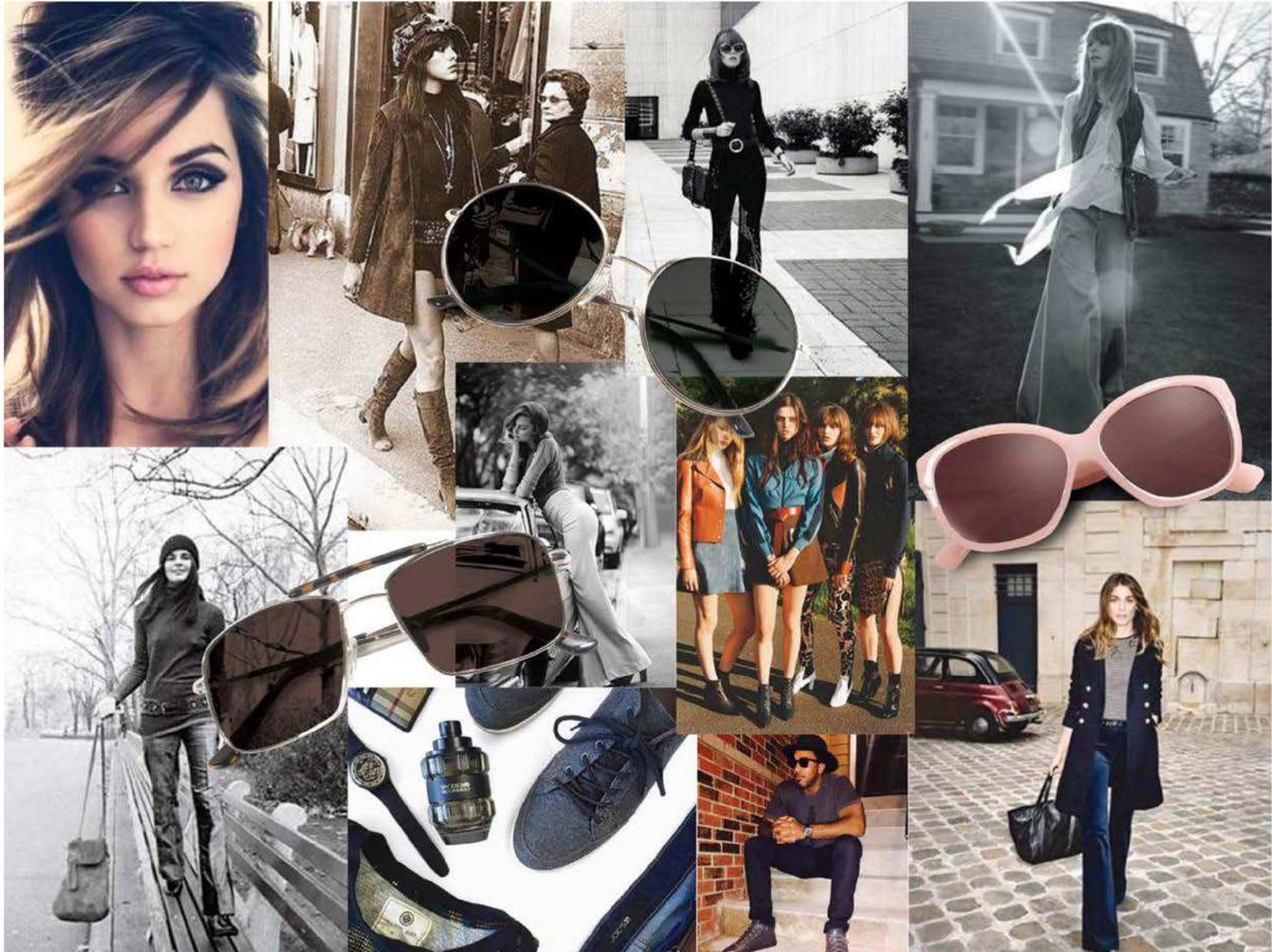
The brand's DNA is one of timeless innovation. Joe has the ability to produce a concert of fine tuned details creating a beautiful visual rhythm, enveloping his customers in comfortable efficient beauty. Joe sees every "body" as unique – thoughtfully developing fits that accentuate and enhance a person's physique.

The handwork and careful process of making quality products forms a loyal appreciation from customers, who cherish the quality and fit of their Joe's.

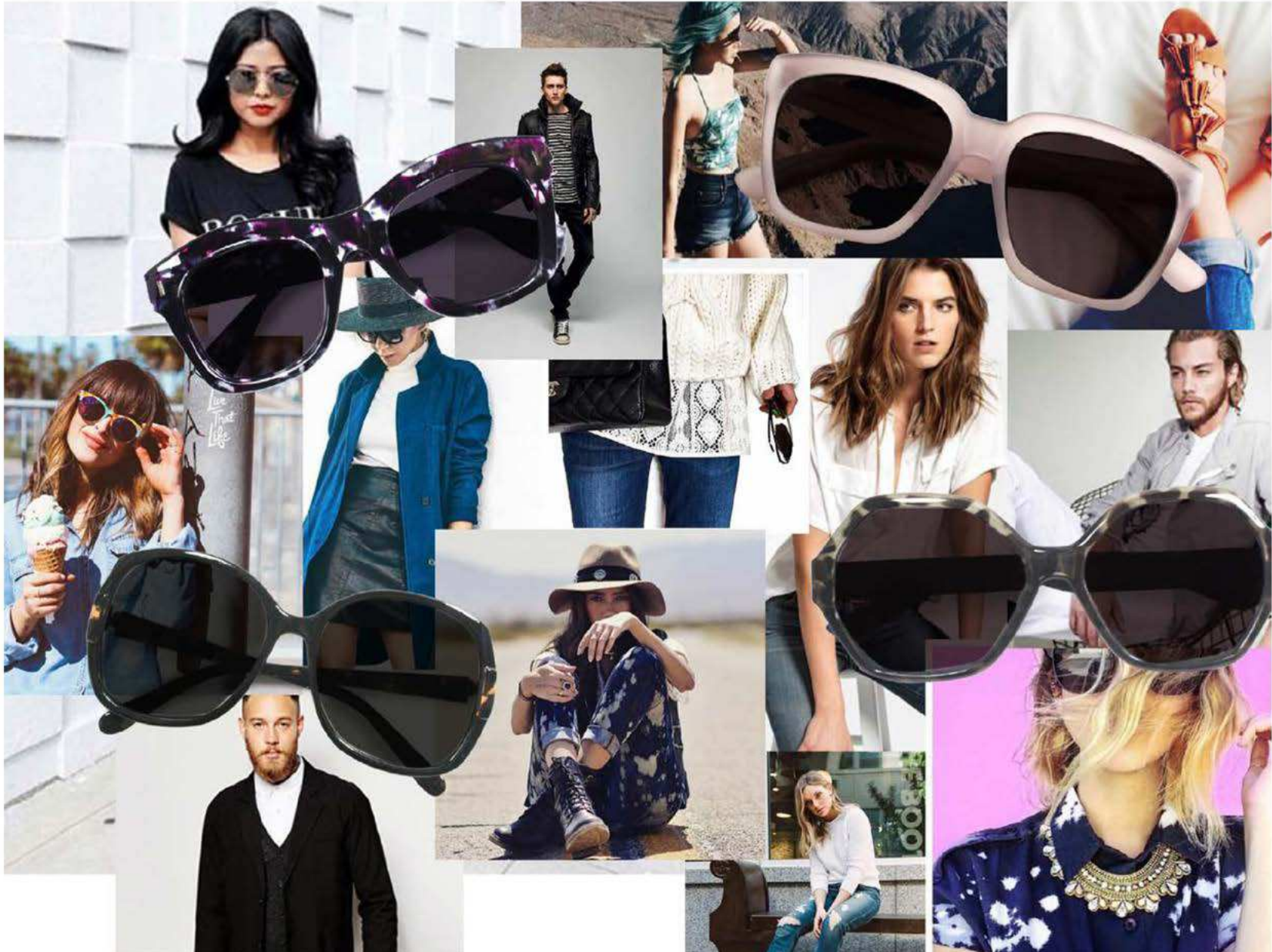
Joe draws his inspiration from his customers' independent displays of self-expression, and their ability to distinguish themselves from the pack - wanting an individualized fit and a modern look – to make his thoughtful design their own. Joe's is here to envelope them in the best product.

The best design is when the functional is made Beautiful...

**Joe's Jeans was launched in the spring of 2001 and is now available coast to coast in the USA and internationally throughout Europe, Asia, Canada, Latin America and the Middle East.**







**JJ 16000**

10	Black	Smoke Gradient
21	Tortoise	Brown Gradient
54	Blush	Brown Gradient
90	Navy/Tort	Smoke Gradient

**JJ 16004**

10	Black Silver	Smoke Gold Mirror
30	LT Gun	Smoke Rose Mirror
66	Gold	Smoke Green Grad
78	Rose Gold	Brown Rose Mirror

**JJ 16001**

10	Black	Smoke Gradient
25	Honey Tortoise	G15 Gradient
29	Tortoise	Brown Gradient
77	Purple Horn	Smoke Gradient

**JJ 16005**

10	Black	Silver Flash
37	DK Gun	Purple Multi Mirror
66	Gold	Brown Gold Mirror
73	Rose Gold	Rose Multi Mirror

**JJ 16002**

10	Black	Smoke
21	DK Tortoise	Brown
86	Mint	Smoke Rose Mirror
87	Butterscotch	Smoke Red Mirror

**JJ 16006**

10	Black	Smoke Gradient
61	Gold	Brown Gold Mirror
66	Tortoise	Brown Gradient
73	Blush	Smoke Rose Mirror

**JJ 16011**

10	Black	Smoke with LT Flash
21	Tortoise	Brown
77	Purple Tortoise	Smoke with LT Flash
84	Olive Pattern	Smoke with LT Flash

**JJ 16015**

10	Black/Taupe	Smoke w/Blue Mirror
21	Tortoise	Smoke
54	Taupe Tortoise	Brown
84	Mint Tortoise	Smoke with LT Flash

**JJ 16012**

10	Black	Dark Smoke
21	Tortoise	Brown
59	Paprika	Brown
90	Blue Pattern	Smoke with LT Flash

**JJ 17000**

10	Black	Smoke Gold Flash
21	Tortoise	Brown Gradient
30	Grey	Smoke Blue Mirror
35	Grey Tortoise	Smoke Red Mirror

**JJ 16013**

11	Black	Dark Brown
54	Taupe Tortoise	Brown LT Silver Flash
84	Mint Tortoise	LT Smoke

**JJ 17002**

10	Black	Smoke
21	DK Tortoise	Brown
30	Grey	Smoke Gold Mirror

**JJ 17006**

30	Dark Gunmetal	Brown
42	Silver	Smoke Multi Mirror
46	Antique Silver	Green G15
61	Gold	Brown Gold Mirror

**JJ 17009**

10	Black	Smoke w/Pink Flash
21	Tortoise	Brown w/Blue Flash
36	Grey	G15
86	Olive	G15 Gold Flash

**JJ 17007**

10	Black	Smoke
21	Tortoise	Dark Brown
32	Dark Grey	Smoke Blue Mirror

**JJ 17013**

10	Black	G15
30	Gunmetal	Blue Mirror
61	Gold	Silver Mirror
62	Gold	Brown

**JJ 17008**

10	Black	Smoke LT Flash
21	Tortoise	Brown
36	Grey	Smoke LT Flash
90	Navy	Smoke LT Flash

**JJ 17014**

10	Raven	Smoke w/Silver Mirror
21	Tortoise	Blue Mirror
25	Honey Tortoise	G15
92	Dark Blue Tortoise	Smoke with Blue Mirror

**JJ 17015**

10	Raven	Smoke
21	Tortoise	Brown
25	Honey Tortoise	G15
90	Navy	Smoke Red Mirror

**JJ 17016**

10	Raven	Blue
21	Tortoise	Brown
54	Taupe	Brown
90	Navy Tortoise	Smoke