

What Price Greatness?

# IN DEFENSE OF \$870 JEANS

There are \$50 jeans, \$350 jeans, and up it goes. Kiton CEO Antonio De Matteis presents his case for a suitmaker's classic denim.

Kiton cotton jeans, \$870; 212-813-0272  
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## THE BUTTONS

Unlike traditional fasteners, Kiton's buttons, which are coated with red enamel, swivel as the jeans move, providing added flexibility.

## THE MATERIAL

Kiton's denim is made in Japan, which it calls the world's best. It's produced from organic cotton on antique, labor-intensive looms.

## THE STITCHING

The jeans are double-stitched and reinforced at stretch points at Kiton's factory in Arzano, just outside Naples. "It's not a heavy denim," says De Matteis, "but the stitching makes it strong."

## THE FIT

The brand offers two fits: the European slim-cut and the relaxed, roomier American. "We don't do skinny or wide-leg or boot," De Matteis says. "We offer two very classic styles—both are a gentleman's fit."

## THE WASH

Each season Kiton creates up to eight original washes—the process involves applying dyes and abrasives to create colors from dark denim to faded indigo. The result is a palette of blue washes exclusive to Kiton.

## THE COLOR

"The dye we use on our jeans is 100 percent organic," says De Matteis.

## THE CUFFS

In addition to adding a splash of Kiton's signature red, the cotton tape along the jeans' interior hem lessens the typical fraying and wear of the cuffs.

## THE CLOSING ARGUMENT

"We didn't make jeans because we thought they were the next wave," says De Matteis. "We offer them as a service to our clients. The Kiton consumer is a connoisseur, a gentleman, someone who wears a suit during the week but loves to throw on a beautiful cashmere sports coat with a pair of jeans on the weekend."

