



**DRDENIM**® Summer collection 2024  
Denim and good times, Since 2004.

AROUND THE WORLD

*Greetings* From Dr.Denim  
Sweden-Around the world



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*Thanks for letting  
the good times ROLL!*

## Back in 2004

...we had an idea. At the time, denim was becoming over-designed, over-hyped and over-priced, and that didn't sit right with us, so we set out to right those wrongs. To us that seemed like an easy fix. We would make it our mission in life, throw everything we had at it, and that's how Dr. Denim came to be.

We grew up back in the nineties. That was a good decade. We walked hand in hand with trouble more often than we probably should have, and, honestly, sometimes we still do. And we always had the beat-up denim to show for it. There's a fine line between growing up and messing up; that's where the good times happen. Some things never change. Growing up in a great denim decade, we were always going to draw on influences from workwear, streetwear, legacy denim, and above all our idea of -

what makes a great pair of jeans. Great jeans have a great fit, they last long, they look good, they feel good, and they're good value. That's what denim is supposed to be if you ask us.

We started out as a garage operation. From our humble beginnings, we grew fast, and we grew big. Along the way, our jeans became staples in the wardrobes of people from all walks of life, from punk rockers to DJ's you've seen on the biggest stages, to skaters, photographers, and, well, just about anyone who appreciates great jeans. We got a lot of things right along the way, and some things wrong, but we're doing the exact same thing today, only better. We'll never be completely done because this is no longer a fix - 'denim and good times' is our way of life. So, here we are, still doing just that. We'd love for you to join in.



**FEMALE STYLES**

























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Good times around the world





Thanks for letting the good times roll