

SECOND launches the INSPIRATION JEAN
A new material that's a breath of fresh air in the market of denims

SECOND already revolutionized the jean market two years ago with the launch of the YOGA JEAN, a stretchable denim with memory, that literally hugs the body of those who wear them and keeps its form with continuous wear and washings.

After such a success, SECOND did not sit on the sidelines: in fact, SECOND continued to innovate and create a new JEAN to add to the successful Yoga Jean collection: The **INSPIRATION JEAN**. Made from flexible cotton and breathing memory technology. Result: The INSPIRATION JEAN, is a fresh breathing denim that allows proper air circulation in and out through the fabric, fresh in summer, warm in winter.

"The **INSPIRATION JEAN** plays a double role, explains Éric Wazana, president and founder of SECOND JEANS, who perfected a new process and created this new line of breathing jeans. This is basic for everyday wear jean, but it possesses all the ingenuity of high end clothing performance. With breathing and technical characteristics never before seen in the denim clothing market."

The INSPIRATION JEAN, new denim technology for absolute comfort

The secret of the INSPIRATION JEAN? Indeed, it conceals several, in its composition as well as its cuts and types of finishes offered.

A revolutionary denim technique. A cotton mixed with poly elastrell-p and, Coolmax fibers, a nylon that pushes humidity out to the exterior of the body into the air, were added. Result: an 11 oz denim that literally "breathes", as a high sport performance denim; they also added to this fresh denim a key element of flexibility for comfort, a perfect fit and look.

Six new cuts for all fits. To the classical upright leg and bootcut, four other cuts are offered, notably the Sydney – wide leg jean inspired by the 70's – and the Kennedy, a new trouser Jean, elegant and perfectly cut that will seduce the elegant ones of all ages.

A range of the newest trends in 6 washes, with varying blues from dark indigo to washed out light blue.

In brief, a comfort jean never before seen, an essential addition to a four seasons wardrobe and for all of your activities!

The INSPIRATION JEAN by SECOND will be offered in several specialized shops throughout Canada starting August 2009. Cuts offered from 24 to 32, starting at 100 \$.

About Second

Second was founded in Montreal in 2000 by Éric Wazana. The company specializes in up-market jeans, including Second's Yoga Jeans - named the best women's jeans by a number of magazines. Second is also known for the quality of its cuts and for its social conscience, reflected in its 100% Quebec production and its constant search for new ecological fibres to use in its clothing. The latest S(eco)nd collection is the natural extension of the company's collective vision.

For more details on Second Jeans, see www.secondclothing.com.

For photos or samples, or to arrange an interview, please contact us.