

Siwy Denim Launches New Tie Dye Wash

New York denim hero label Siwy, a favourite of denim authorities Kate Moss, Sienna Miller and Victoria Beckham, have launched a brand new wash style for Summer.

April 21, 2010 - [PRLog](#) -- Available in classic the Hannah skinny and the Camilla short the new washes offer psychedelic fun with a tie- dyed technique in two different colour ways.

Black fades to super, light gray in 'fascination' wash that looks amazing with ankle boots, thigh – high boots and anything in between. Water colours blend gray, white and pink in the 'heartbeat' wash that pairs nicely for a casual look with flip flops and a loose tank that gets you ready for the beach.

As always the denim New York-based designer Michelle Siwy's namesake line has achieved an authentic and edgy look with quilted pockets and intricately tailored seams.

For further information on Siwy Denim please contact:

Rae Young rae@brandnation.co.uk 0207 940 7176
Abby Beck abby@brandnation.co.uk 0207 940 7186

www.brandnation.co.uk

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Brandnation is an integrated marketing, PR and communications agency based in central London, specialising in multi-dimensional creative brand campaigns across fashion, sport, lifestyle and beauty sectors.

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