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## Iron heart denim jacket fade

/ &gt; who can get bored of double eczema and how does it fade? Certainly not us. For this version of Fade Of... More features/&gt; iron generally surpasses all expectations by constantly producing professionally crafted garments that age beautifully. And this IHSH-76 shirt, belonging to... See also features/&gt; Recipe to create evil fades in raw denim is very simple - wear your jeans as much as possible. What ordered... See also Old jeans feature never dies, they just fade into perfection. Friday fades out this week as a perfect example of how that is... See also Fades/&gt; Weekend Warrior Wear is nothing to sneeze at anymore, not after getting a load of today's fade... See also features/&gt; After just six months of daily hardy wear, Anthony Frazier has put some serious fades into his 21/23oz Iron Heart.. See more features / &gt; To say Andy Gogol has put his Self Edge x Iron Heart SEXIHXINDO16 through a lot will be an understatement ... See also feature This blog post is not sponsored by Iron Heart. The opinions expressed by the author and customers of the brand are their own. Even before I had ever seen any Iron Heart product in real life, it was the stuff of legend. I guess I first heard about the brand not long after I got into raw denim. But it wasn't until spring 2018, about 12-13 years later, that I started wearing their infamous heavy jeans. These days, that's all I wear; I'm completely trapped, I admit it. It seems that's what happens to a lot of brave boys and girls who wear Iron Heart; you are sucked into it. It's more like a club than a brand. A club with extremely loyal members. I guess it has something to do with the often innable emotions the brand creates. You just have to feel the softness of their super heavy flannels or try on their perfectly fitting jeans to be convinced. I'm holding a patch of Iron Heart Army. But it also has something to do with the way Iron Heart does business. They provide one of the best customer service of the market through their webshop, and only work with the best retailers. They run a very active forum where fans discuss and share their experiences. And they also really work on Instagram. In my brand profile series, I take a closer look at some of the most iconic jeans brands out there. I'll look at how it all started and the philosophy behind the brand; what it is to make it unique; and why customers become loyal fans. To get some perspective, I'll not only talk to the people behind the brand but also some who wear it. The Main Truth About Iron Heart Founded in: 2003 Origin: Japan Contact Information: Product Identification: Heavy denims shirt 'super heavy flannel' Main fabric source: Japanese Cut and Stitch in: Japanese iron heart roots and their philosophy After two and a half decades in the Japanese denim industry, Shinichi Haraki left his position as a director at Edwin and founded Iron Heart in 2003. The main focus of the brand clothes designed for motorcycles. Around the same time, Giles Padmore, a British denim enthusiast with a career in IT, discovered a gap in the market for Japanese jeans outside Japan. The only one who answered was Haraki-san. And just because he happened to be with an English-speaking friend, Giles' son Alex (now the International Director of the brand) told me in Berlin last year. Haraki-san and Giles met in LA a few months later, and the Padmore clan became the international distributor of Iron Heart. Haraki-san and Giles. Photos from Heddels. As a result, there is a certain oriental western sensitivity response to the brand, Giles argues in my book, Blue Blooded. We come from two very different cultures and bring very different ideas to the business. We have a great relationship with the team in Japan, Alex told me in an email. They are phenomenally good at designing some of the best products on our market and pushing them through production very quickly. Ready to buy some Iron Heart cake? I highly recommend their webshop. You can also check their stockists list to find a retailer near you. One of Iron Heart's loyal customers, Stephen Snider (also known as @denim\_rambler on Instagram), agrees that whatever the brand creates is made of the highest quality material. Their function in the biker community helps distinguish them further from other brands in the industry. The inspiration for the garments came from American biker culture and work protection clothing, as Stephen mentioned. The majority of the collections were designed by Haraki-san and the brand's pattern manufacturer, Tom-san, as part of two seasonal releases. Reuben Quinnell Cleaver wears an IHSH-105 UHF shirt and 25 oz jeans. Another dedicated customer, Reuben Quinnell Cleaver aka @reuben\_qc, says there's little about Haraki-san's classic or retro design. No frills, or brilliant, clothes in a modest way, but as hard as nails and as sharp as a knife as well. Although Haraki-san is the brand's main creative force, many designs wouldn't happen without a blend of east and west, Giles says in Blue Blooded. Perhaps most notably, devil's Fit fit and Bealte Buster slim: I had something of an antipathy to thin jeans when we first made them, Giles admits. While descending and matching slimmers can be popular now, straight suits and Looser reductions will at some point swing back. Fashion changes but people will always wear jeans, as Giles puts it. We will continue to do what we are doing, implementing a variety of different options. We're not going to any kind of fast fashion trend or whatever. Alex Padmore. Photo: Oddhurt. Iron Heart's Key Differentiator: Heavyweight Denim Iron Heart offers a full range of clothing, with everything from T-shirts to trainers, but first it's the most important denim brand. More precisely, a heavy denim brand. And they constantly push the limits of what can be done but still be functional. 'Over-design is our starting point,' as they say on their website. In fact, it's not just their denim that's heavy. Their 'super heavy flannels' (UHFs), loopwheel tees and sweat: You name it, it's all heavy. While our tool is not motorcycle protection equipment, it is very functional. Alex told me in this interview. It must be functional first of all and then fashionable. I climbed glaciers in Alaska in my Iron Heart, Stephen told me, because their 25 oz. thick denim is impervious to jagged ice sometimes I have to slide down. So it's no surprise that cyclists around the world also choose to wear them. Stephen's 25 oz. denim vest signed by Haraki-san in cold Alaskan nature. Iron Heart's signature denim is 21 oz. per square yard. To put things in person, it's 1.5x heavier than 'normal' denim. It sounds pretty cruel to wear, but denim is surprisingly comfortable. It is woven loosely, making it breathable. Plus it's really a gentle wash, which gives a soft hand from day one. Iron Heart only works with specialist factories in Japan because so many factories can make their denim. The second-level production rate on their denims can be as high as 95%, making only 5% of fabrics usable. But whatever that is denied, they buy from the plant anyway to stop it ending up on the second market. Then there's the bizarre fabric sewing together. In the product description for their 25 oz. denim clothing, you can read that the sewer system must wear protective glasses, simply because the needle tends to explode randomly when chewing through large cloth! And the reason they sew on Union Special machines is not only for the sake of nostalgia but also because they are the only ones tough enough to do the job, Giles adds. What is it about heavy clothing? Isn't that super hot and nasty? It is often the first question people ask when I tell them I'm wearing 21 or 25 oz. denim. Giles must have heard that a million times. People think heavy denim is nasty, or that it will overheat, until they try it, he says in Blue Blooded. But what is it about heavy denim that is so attractive? Jens aka @rocketdrom is kind of a lieutenant in the Iron Heart army (that's what fans of the brand call themselves). He says it really isn't the weight itself, but the fabrics and how they feel. Louis Bosco's 21-23 oz. extreme heavy denim jeans. Louis Bosco aka @louisbosco won the championship Denim world with a pair of iron hearts of 21-23 oz. shrinks to match 'extreme heavy raw denim'. According to him, the weight of inherent clothing their quality. When something is light and fragile, he argues, you're kind of skeptical if it will last. I had a motorcycle accident where the jeans were protecting me and completely intact, he added. Before Iron Heart, the heaviest denim I'd worn was a 16 oz. shrink to fit. Anything over 16 oz. used to be considered 'heavyweight' denim, Stephen argued. But for those of us who are infatuated with heavier weights, 20 oz. is cut. After wearing 25 oz. of denim, I almost felt naked walking around in something 17 oz. or less. According to him, the appeal of heavy denim is related to functionality, the potential fades and appreciates more time and energy needed from both creators and wearer. Heavy denim tends to have the potential to fade more, mainly due to its ability to hold wrinkles better and longer, he explains. Reuben agrees. There is no doubt that the way heavy denims and duck fabrics grow is more enjoyable with more pronounced folds, wrinkles, and draping. For longtime customer Adam Welch aka @adamwelchart, the weight of denim lends a sense of impervious and silly humor compared to typical clothing, he says. Because clothes are so thick, it takes longer to wear through them. Quite simply, this means that Iron Heart provides the most valuable value to him in terms of longevity and functionality over time. UHFs by Adam Welch. Why customers become 'soldiers' of the IH army So we are talking about a brand here that specializes in heavy clothing, something that has a certain appeal. But that's not the only reason customers become highly loyal fans and ambassadors. Like Reuben wrote to me, as soon as I bought my first few items, I decided that I would build an entire wardrobe out of Iron Heart gear. It just seems like the right thing to do. Jens @rocketdrom iron heart class. As I see it, the key to Iron heart's success, in addition to world-class products, is the brand's online presence and customer service. I think the most important thing for us is to try to recreate the bricks and mortar types of the environment, Alex explains. To best recreate your experience when you actually walk into a store where you can touch and try on garments, Iron Heart has what could be the most comprehensive and detailed product description in the business. In addition, every single product in every single size they sell has a measurement chart. They even do new measurements when restocks come in. They know about customer service and understand the needs of the Western market, Louis Bosco told me. The fact that Iron Heart listens to customer feedback, be it good or bad, matters a lot. However, when you buy jeans in the category +\$300, you can hold hands and guide a little more. Iron Heart knows this. We reach out to every customer when it is their first or second or third order, maybe even their fourth or fifth order, they confirm the actual measurements of that particular clothing items to make sure they know how we're measuring, Alex explains. Iron Heart's 21 oz. denim lasts quite a bit, so buying it online has proper instructions. They never send orders without talking to customers in advance. It will only mean we have an upset customer, and we end up losing money because the items will be returned, Alex argues. Iron Heart takes care of their customers like no other business I've ever encountered, Reuben said. They measured garments individually, not because I asked them, but because they knew me exceptionally and they were polite with an error. Then there's the Iron Heart Forum as an extension of excellent customer service. The entire crew at IHUK are online and using positive forums means that customers have a great level of access for those at the heart of the brand. The community on the board is what makes the brand stand out from the rest, Louis argues. Nowhere else on the internet is this forum dedicated to a denim brand that has a tight knit family. Finally, when you find a brand that resonates with you, you begin to develop a passion for the brand just as you make clothes. And that brings individuals together. You can have nothing in common apart from the fact that they both wear the same brand of jeans. But that can keep you busy talking for hours, Alex concludes. What do you think of Iron Heart? Share your comments in a comment below. Get ready to pull the trigger and order some Iron Heart jeans and other great products? I recommend starting your search at their webshop. Want to learn more about denim? If you want to stay up to date with what's happening here at Denimhunters, sign up for our email newsletter. Did you know we also offer free advice? Learn more about how we can help you take your business to the next level here! It's here!

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