

Discover The Re-Designed Denim City Store In Amsterdam

[Wouter Munnichs](#)

The Re-Designed Denim City Store

During the last edition of [Denim Days](#) a few weeks ago, the doors opened of the re-designed *Denim City Store* in Amsterdam. The *Denim City Store* is part of *Denim City*, where everything revolves around one thing: the shared love for denim. Their mission is simple yet powerful: *connecting the next generation with the forefront of the denim world, towards a brighter blue.*

The people behind *Denim City* strive to make a real difference through knowledge, education, craftsmanship, and passion for the world's best garments. All of this happens under one roof in the heart of Amsterdam at the exciting and vibrating location of *De Hallen*, an old tramremise.







The Denim City Store: A True Denim Experience

Inside the *Denim City Store*, you'll find a carefully curated selection of both established and upcoming brands.

They've created what they like to call *the ultimate jeans store*, a place where craftsmanship and innovation come together.

From raw selvedge denim to sustainably made collections, every piece tells a story of quality and authenticity. The *Denim City Store* is part of a larger denim ecosystem. It includes a *Workshop*, *Denim Library*, *Archive*, and a *Laundry Lab* where you can have your jeans lasered, dyed, coated, or washed. On top of that, it's also home to the *Jean School*, the world's first school dedicated to denim.

The *Denim City Store* offers repair, customization, and even made to order. At the repair and customization station, you can get your jeans customized and/or repaired by repair specialists. There's also a hemming service available, so you can get a genuine chain stitching when shortening your jeans. Or you can select any trim to add to your custom-made pair of jeans.

At the impressive denim wall, you can choose your favorite fabric and book a course to create your own jeans, bag, or even a kimono. Something that makes this place truly special.

Together, these unique elements makes the *Denim City Store* the ultimate denim experience in Amsterdam!

The Brands At The Store

This season and beyond, the *Denim City Store* is proud to feature a strong line-up of inspiring brands that represent the best of contemporary denim culture. As the collection

is constantly moving, expect a very well-curated selection of the finest brands. You will find [Benzak Denim](#) [Developers](#), [Edwin](#), *Jouez les Enfants*, *Kings of Indigo*, *Kuyichi*, [Nudie Jeans](#), and collaborations such as *Royal Delft x Henk Schiffmacher*. Or the scented candles of *Very Goods Studio* with the especially for *Denim City* made scents “*Selvedge essence*” and “*Mokum essence*” (with cannabis).

Each of these brands embodies its commitment to contemporary design, sustainable innovation, and a deep respect for denim heritage.

Spotlight On Young Talent

At the *Denim City Store*, they strongly believe in nurturing the next generation of denim creatives. That's why they proudly showcase collections from emerging denim

designers, former students of the *Jean School* and talents from the *House of Denim* incubator program. Talents who make their first steps in the fashion world, including *Florian Regtien*, *Peter Wertmann* (winner of *Lichting 2024*), *Jan Berend Willem de Vries*, *Trinity Williams* and *Wallflower Clothing*. Their work reflects the future of denim: bold, creative, and conscious. The *Denim City Store* is honored to provide a platform for their craft.

Visit The Denim City Store

Step into the re-designed *Denim City Store* and experience the world of denim like never before. Whether you're a denim enthusiast, designer, or simply

curious, this store invites you to explore, learn, and connect. All for the love of denim.

Denim City Store

Hannie Dankbaarpassage 22

1053 RT Amsterdam

Opening Hours:

Monday – Friday: 11:00 – 17:00

Saturday: 11:00 – 18:00

Sunday: 12:00 – 17:00

www.denimcity.org