

HUDSON
#FOREVERFORWARD

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FOREVER FORWARD

Since 2002, Hudson has been fundamental in the transformation of the denim market. Founded by Peter Kim, Hudson has fueled the growth of the category worldwide through unyielding passion and positive energy. Rooted in the legacy of British cool and liberated by the free spirit of LA, Hudson is worn as a badge of style and a commitment to being Forever Forward.

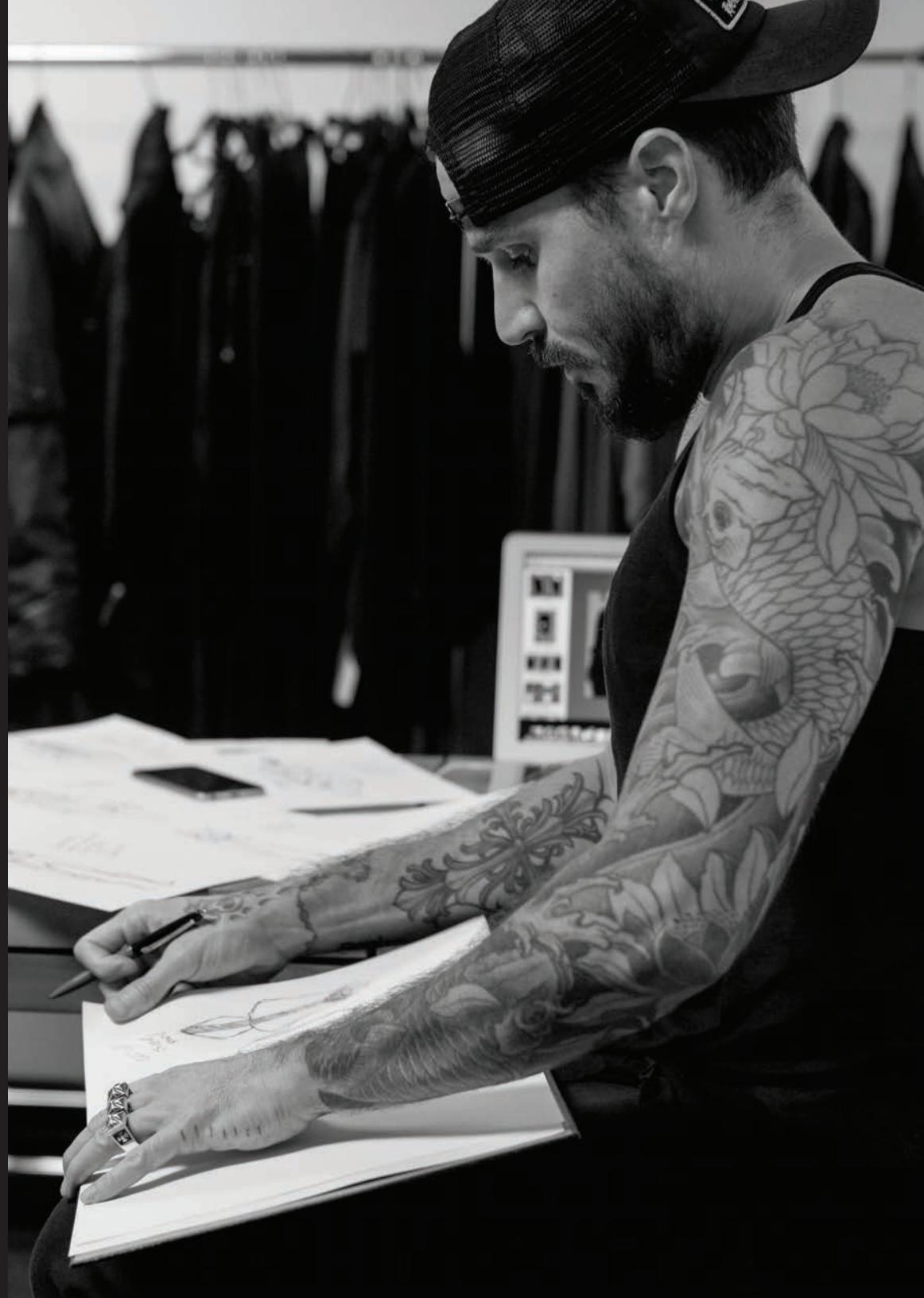
FOREVER FORWARD is about pushing boundaries in our field and with our craft. It is our way of living by and acting on a very simple idea: Things don't have to be the way they are. In everything we do, our goal is to inspire and empower our employees, our communities and our consumers to challenge routines and affect change.





Peter Kim is not your typical CEO. With an ever-growing collection of tattoos and a penchant for surfing, his tenacious spirit and unorthodox style of leadership have made for both a successful entrepreneur and a dedicated philanthropist. From skydiving at 18 thousand feet to enduring the nipple chafing of multiple 26-mile marathons, he has used his resources to raise awareness and funding for local non-profits in true Peter Kim fashion. Which is to say, in his professional and personal life, Peter continues to drive home a central message that is as inspiring as it is straightforward: We all can do our part to progress the world around us, and we can have fun while doing it!

When people say, "So and so was born to do this" ... it's usually a hyperbolic turn of phrase that really means, "this person likes what they do." But every now and again, there are those people who were actually born to do what they do – people like Hudson's Creative Director Ben Taverniti. Ben started sketching before he could play with toys. At the age of 17, he quickly moved through the prestigious ESMOD fashion school in Paris and thereafter worked as the head designer at Taverniti Couture, and as head designing assistant to Jeremy Scott. With an impressive body of work for such a young designer, Ben relocated to Los Angeles and eventually found his home at Hudson. And just like everything else in his already expansive career, Ben began redefining the world of premium denim too.





When it comes to craft, one could call us slightly fanatical about our fit process, and the quality of fabric. What can we say? We could never settle for denim that wasn't the perfect blend of material and style. Before shipping out, we ardently oversee the life cycle of every jean in order to guarantee they make you look and feel amazing (see our 10-step quality control method). Hudson is an international brand with our production, sourcing and distribution operating at the global level. Our premium denim comes from the most respected denim suppliers in Europe and Japan. The cut and sew process takes place at our closely monitored facilities located in both the USA and Mexico under the highest standards of quality. As with any labor of love, our goal is to never forget the basics - we make denim to last you a lifetime.

10 STEP QUALITY CONTROL

1. **Fabric** – Check for fabric flaws, shading.
2. **Trims** – Inspect and compare to approved trim sample.
3. **Pattern** – Cut, sew, wash, and finish a reference garment to measure and compare measurement to approved specification.
4. **Sewing Part I** – Produce size run to measure and compare measurement to approved specification prior to completing production cut.
5. **Sewing Part II** – Review quality of sewing.
6. **Wash Part I** – Run test load to hit wash standard, then measure and compare to approved wash specification.
7. **Wash Part II** – Check quality compared to standard.
8. **Finishing** – Inspect 100% during the finishing process. Separate damages and first quality.
9. **Receiving** – Inspect 10% of first quality receiving.
10. **Final fitting** – All product is tested on our fit model to insure fit is 100% to original approved standard prior to shipping



EDITORIAL | PRESS

20 – 21 WOMEN'S EDITORIALS

22 – 23 WOMEN'S CELEBRITY PRESS

24 – 25 MEN'S EDITORIALS | MEN'S CELEBRITY PRESS



COSMOPOLITAN | LIBERTINE CUT-OFF SHORT



GLAMOUR | VIVIENNE PENCIL SKIRT



MARIE CLAIRE | BARBARA HIGH WAIST SKINNY



OK! | EVELYN HIGH RISE SKINNY



COSMOPOLITAN | NICO SUPER SKINNY



GLAMOUR | SHINE SKINNY



W MAGAZINE | AMBER SHORT



INSTYLE | NICO SUPER SKINNY



TEEN VOGUE | BARBARA HIGH WAIST SKINNY



FLAUNT | KRISTA VICE VERSA SUPER SKINNY



FLAUNT | NICOLE MIDRISE SUPER SKINNY



SPORTS WEAR INT. | EV CUT WAISTBAND FLARE



OLIVIA PALERMO | LEELO SKINNY CROP



JORDANA BREWSTER | FLORENCE SHIRTALL



CARA DELEVINGE | KRISTA VINTAGE CAMO



ELLE FANNING | KRISTA RAW HEM



KATE BOSWORTH | LONDON OVERALL



ZOE SALDANA | LONDON OVERALL



SOFIA VERGARA | MUSE CROP



JESSICA ALBA | LONDON OVERALL



TAYLOR SWIFT | HAMPTON SHORT



KATE HUDSON | KRISTA SUPER SKINNY



KENDALL JENNER | STARK MOTO



RIHANNA | BARBARA



DUJOUR | BYRON STRAIGHT



ESSENTIAL HOMME | BYRON SELVAGE STRAIGHT



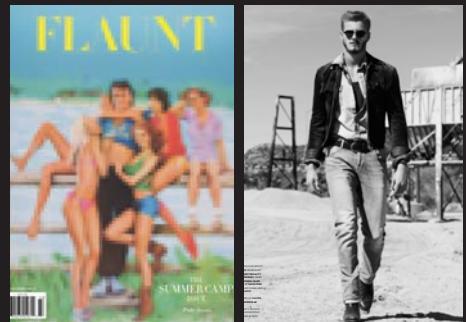
DEMARCUS COUSINS | BLINDER BIKER SKINNY



BEN AFFLECK | BLAKE



MEN'S HEALTH | SARTOR



FLAUNT | BLAKE



CHRIS PRATT | BYRON



MACKLEMORE | SARTOR



LIEV SCHREIBER | BYRON



MICHAEL B JORDAN | BYRON



What we wear says a lot about who we are. It says something about what our views may be, what we live for, and what drives us. Designing our Fall 2015 line, we found ourselves lost in the 1970's – an era that dramatically changed the scope of what we collectively believe in and who we are as a culture. For this season, we couldn't help but be inspired by the imagination it took to dream the world anew. Well beyond the political sphere, that creativity was infectious for music, art, and fashion. It set the stage for a revolution of free speech and self-expression, and revealed the power that can come from taking a stand.

Our Fall line was born from this moment in history, the wealth of bold choices and depth of imagination. The 1970's look, feel, and most importantly, rebellious spirit.

MILITARY – While military-inspired fashion and 1970's rocker chic are two very separate points of inspiration for us this season, there's also something to be said about how they tie together and why we're influenced by them. The 70's are arguably when "military-authentic" became a full-fledged fashion statement. Even if wearing a U.S. Army jacket in the 70's was more likely an ironic political statement, it also carried a spirit that continues to uphold military trends today – a spirit that says, "I am an individual, and I do what I like." We couldn't agree with that more.





FOREVER FORWARD

FLOWER POWER – The 1970's are quite possibly fashion's favorite decade, with a seemingly endless well of inspiration for both concert-hopping flower children and those in search of something maybe a little more elegant than a macrame vest. It was an era defined by reinvention, and for fashion that meant a new type of freedom. Janis Joplin was not just the queen of a new hard-partying, bell bottom-loving boho chic, she was also a resounding voice for young people across the country who craved something different. Joplin was indelibly counterculture, and that fierce independence is an attitude we can't help but admire.

CLASSICS – While our process continues to grow, and the inspiration for each season adjusts, something that will never change is our love affair with denim. That is our center of gravity. That's where Hudson begins and ends... the simple joy of making a great pair of jeans. We specialize in the marriage of classic denim and 21st century fabric technology to bring you not just the perfect blue jean, but one that will last you a lifetime.



