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www.oakjeans.com

Formed in 2006, Oak Jeans is a British born label established by independent, and self-taught designer Scott Rogers. The brand offers authentic, high-quality, great-fitting denim without the extortionate price tag... this is the exact reason why Oak Jeans has a loyal following of happy customers, and why a pair of Oak Jeans is fast becoming a wardrobe staple for a growing list of celebrities, including Spiderman star Kirstin Dunst; BBC's The Real Hustle's sexy Swindler, Jessica Jane; celebrity hair stylist, Lee Stafford; and ITV's Toonattit's Anna Williamson. Some of the new collection has been stocked on the set of Hollyoaks TV (Channel 4), as well as on reality TV shows like WAG's Boutique. Norwich, and Charlton footy players are all fans – as too are Michelle Heaton, and Noel Fielding.

2008:

Saw the opening of the retail store, stocking Oak Jeans and other selective branded garments.

2009:

The 2009 collection was exhibited, with great success, at Margin tradeshow, in London, and was reviewed in Drapers fashion journal. Oak Jeans appeared in several publications including She Magazine. The brand worked alongside Jeans for Genes Charity, to raise money for children born with genetic disorders. Showcased the 2010 collection at Whisky Mist, with a quirky fashion show.

In 2010:

This year brings even more activity for the brand, including exhibiting at tradeshow, building more brand awareness amongst celebrities, and developing means to maintain interaction with loyal, and new customers. Handshakes between Scott and BBC 1 DJ Kissy Sell Out mean an exclusive range of jeans will be brought to the customer this year... more will be revealed on this fashion-music collaboration soon!

This season, Oak Jeans has launched a new range of exclusive unisex styles. With the inspiring jeans available in a spectrum of must-have washes, from Acid to Deep Indigo, there is bound to be a perfect pair for every denim lover. Designer, Scott Rogers has named his new jeans after British places, for example London: Black, and Bristol: Stone Wash. The Essex boy says 'I am a proper Brit, and it always gives me a buzz to see people wearing my designs, whether they are in the public eye or just your average Joe, like me'.

The new collection is proving to be very popular: the different styles and washes of jeans have been engineered to compliment both the male and female form. Scott is thrilled with the unisex range 'I was inspired by the fact guys are often admitting to wearing their girlfriend's jeans – and obviously the boyfriend style has been a hit for ages – and so I thought why not create the perfect pair of unisex jeans – I got carried away and did a whole range'. Scott refuses to reveal any of his design secrets, but hints 'male and females tend to wear the same jeans differently – it's as simple as that' The skinny jeans in the range are made from stretch denim and are super skinny and super stylish, providing the comfort of a legging, with the style and structure of denim.

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For further information, samples and press please contact Jordan at access@portalpr.net, 07595033380 or regarding stock and sales, or a copy of the line sheet contact Scott@oakjeans.com on 07936317323