



So Denim Product Specification 2026
Issue 1

Style Code: SD001

Style Name: Leo Straight Jeans



Retail Copy:

Made from a 10.5-11oz soft, stretch denim and cut for comfort . These modern and versatile jeans have a straight fit that sit on the hips with traditional 5 pocket styling, making them great for everyday wear.

Colours:

Black
Dark Blue Wash

CMYK References

Black
100 / 71 / 10 / 14

Sizes

28" - 40"W
28" - 40"W

Sizes to fit:

28"W, 30"W, 32"W, 34"W, 36"W, 38"W, 40"W

Regular Length - 79cm/31inch
Long Length - 84cm/33inch

Fabric Name:

Classic Denim

Fabric Content:

99% Cotton/1% Elastane
73% Cotton/25% Polyester/2% Elastane (black only)

Fabric Weight:

10.5oz
11oz (Black Only)

Carton Qty:

12

Pack Qty:

3

Key Features:

Straight fit
Stretch denim
5 pocket styling
Shank button and YKK zip fly fastening
Metal rivet detail at pocket corners
Twin needle stitching detail
Self-fabric belt loops

Wash Care Instructions: