

DURABLE BLUE

EMBRACE THE DARKSIDE

hub
1922
RUDOLF FASHION
DIVISION



Light underwear, snowy
shoes and white sofas
no longer live in fear

Welcome to the
darkside





Engineered to stay on the dark side

A continuously updated range of technical solutions to keep that rich, deep, dark blueness of jeans for much longer, while limiting the quality issues that come with denim rubbing

From left to right:

1_Reference, unwashed

2_After 15 washes with **DuraBlue**

3_After 15 washes without **DuraBlue**





Selected technical advancements that freeze and prolong the denim looks for the longest time and help reducing the level of indigo crocking



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