



WEAR MORE,
WASH LESS.



Engineered for long
wearing without
washing.



Denim lovers want
raw jeans to fade
with time, soften
and transform into
what feels like an
extension of their
body.

RAW
LONG







More often, people
just want to prolong
the look they chose.



In both cases, home
washing is a headache.







Intense R&D efforts are behind the chemistry used for Rawlong, innovative, highly durable and natural solution that keep you fresh and at ease in your jeans while keeping your jeans safe from soaping and bleaching.



Do the environment a favour: keep wearing without washing.