

THE BUTLER WORN-OUT SERIES

**SOME LIKE THEM UNWASHED,
AND RIDING TIGHT ON THEIR THIGHS.
SOME LIKE THEM FREE AND SAVAGE,
BUT NOT TOO CLOSE.**

LET ME CLARIFY THIS WITH A LITTLE MORE DETAIL :

A. LOTS OF MEN LIKE TO WEAR THEIR **A.P.C.** JEANS, YET PRESERVE THEIR ORIGINAL INDIGO COLOR. THEY RARELY WASH THEM, AND WHEN LINES BEGIN APPEARING IN THE WEFT, WHEN LIFE'S HECTIC NATURE STARTS TAKING ITS TOLL ON THE COLOR AT THE KNEES, THESE MEN SIMPLY FOLD THAT PAIR AND LEAVE IT ON THE SHELF. IN THE CLOSET, THE STRATA OF DENIM BEGIN TO FORM, AND THE CHERISHED TROUSERS BECOME JUST ANOTHER LAYER IN A SLUMBERING DARK BLUE HEAP.

B. LOTS OF WOMEN – AND MEN AS WELL – LIKE TO WEAR THEIR **A.P.C.** JEANS JUST A BIT LOOSE, AND RATHER WELL BROKEN IN. I MEAN NICELY BROKEN IN, AND NOT THE BOGUS AGEING OBTAINED FROM FOUR MINUTES OF GRINDING AND TWO WASH/DYE CYCLES IN A MACAO FACTORY, AS SHAMELESSLY PRACTICED BY A NUMBER OF MAKERS.

C. THAT GAVE US THE IDEA TO HARMONIZE THESE TWO DESIRES : THUS, PEOPLE WHO PREFER THEIR DENIM UNWASHED CAN RETURN THEIR USED JEANS TO **A.P.C.**, IN TRADE FOR A NEW PAIR AT HALF PRICE. THE TROUSERS THUSLY RECOVERED WILL BE MARKED WITH THE INITIALS OF THE PERSON WHO BROKE THEM IN, WASHED SUITABLY, REPAIRED AS NECESSARY, IRONED INSIDE OUT, AND THEN RESOLD.

THEY WILL CARRY A LABEL SPECIFYING :
'BUTLER WORN-OUT SERIES',
AN IRONIC ALLUSION TO AN ERA
WHEN PERSONAL FULFILMENT WAS NOT ACHIEVED
BY WEARING BRAND-NEW CLOTHING.

JEAN TOUITOU

