



DENIM & DIAMONDS

RUNWAY TO RETAIL

The trend of enhancing classic denim jeans with crystals and stones has gained significant consumer appeal, largely attributed to Golden Goose.

This trend has now been adopted by various brands across the spectrum, from luxury to mass market.

The appeal lies in the irresistible combination of taking a beloved staple like jeans and infusing it with personalization through crystal embellishments.

The customization can vary from subtle touches like crystals on pockets or hems to more elaborate designs with heavy crystal encrustations.

Additionally, adding crystals to a denim jacket can transform it into a coveted statement piece, further elevating its fashion appeal.

The look is transeasonal — working equally well for Fall/Winter and Spring/Summer.



Alessandra Rich



Raul Mishra

INSIDE FASHION



Alessandra Rich

Golden Goose

Tricia Fix



Free People



Maje

By the way ... you can find a vast selection of crystals, stones and chatons at Lian Industrial at www.lianhk.com