

OUR VISION

Serge DeNimes is a contemporary brand founded by Oliver Proudlock in 2011 that promises original, urban t-shirts of the highest quality.

Our Name relates to the origin of Denim:

Denim has been in American usage since the late 18th century. The word comes from the name of a sturdy fabric called serge, originally made in Nîmes, France, by the André family. Originally called serge de Nîmes, the name was soon shortened to denim.

As you can see from the picture (below) of Oliver, and his sister Laura, he has been into denim from a very young age.



We are launching the brand with 9 limited edition t-shirts. Each design will incorporate 4 layers of silkscreen, printed onto super lightweight soft cotton. Each tee is individually dyed, making every one a distinctive individual piece. The tees are a men's cut, but we at Serge DeNimes see them very much as unisex, and as you can see through our blog and online store they are worn by both men and women.

Our first line is inspired by a series of photographs, taken in 1978 by prominent photographers Lena Proudlock & Douglas Villiers, which focused on the world's largest and most renowned Carnival, in Rio de Janeiro.



As well as producing our own designs, Serge DeNimes also plans to collaborate with other artists in the future, acting as a platform for up and coming talent.

We hope to create an artistic community that focuses on producing cutting edge clothes of the highest quality.

Serge DeNimes will be experimenting with denim along with other fabrics, aspiring to be an ever-evolving brand.

Live the Dream, Serge DeNimes