



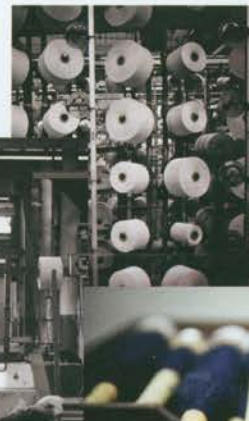
FROM LEFT: NYC STREET SCENES, MARKETING DIRECTOR ADAM KAKEMBO, BELTS ON DISPLAY AT THE BRAND'S SUITE AT THE ACE HOTEL, CREATIVE DIRECTOR ALESSANDRO VIGANO, FALL PRODUCT ON DISPLAY



THREE DAYS OF DENIM

TO PROMOTE ITS AUTHENTIC BLUE BELL DENIM LINE, WRANGLER EUROPE SPONSORED A THREE-DAY TRIP IN MARCH TO THE BRAND'S BIRTHPLACE, THE UNITED STATES. EACH DAY IT TOOK GUESTS TO A DIFFERENT DESTINATION THAT IS IMPORTANT FOR THE BRAND. THE TOUR STARTED IN NEW YORK, THEN HEADED TO GREENSBORO AND LOS ANGELES.

BY CHRISTOPHER BLOMQUIST AND REBECCA H. PAIEMENT PHOTOS BY WILL MITCHELL



DAY TWO: GREENSBORO, NORTH CAROLINA - TOUR OF CONE MILLS' WHITE OAK DENIM PLANT



EACH SEASON THE BRAND WORKS WITH A DIFFERENT ARTIST TO HELP INSPIRE THE COLLECTION. FOR FALL 2011, LOS ANGELES-BASED DAVID BUCKINGHAM (MIDDLE), WHO CREATES SCULPTURES FROM OLD CARS, WORKED WITH THE BRAND. GUESTS VISITED HIS STUDIO AND SAW HIM IN THE MIDST OF CREATING HIS ART.

