Blue Rebel jeans draw their inspiration from original vintage styles, with authentic details and genuine washes. At the same time the jeans keep up with contemporary fashion trends making sure the kids who wear Blue Rebel stand out in school and on the block.

And, yes, we're sometimes pushing the trends to the limits - just as the kids who wear our brand!

Blue Rebel is a collection of statement jeans for boys and girls.

Please, introduce yourself.
I am Hans Nooij, the founder of Blue Rebel, and I develop Blue Rebel denim for Euretco Label Company. Since the 1970s, I have been infected with the denim virus. I am what you may call quite denim-driven, and I wanted to put my passion for denim to good use.

How did Blue Rebel originate?
In my opinion, denim should be part of anybody's basic collection. As you can wear denim throughout the year, it is a product you can sell throughout the year - which renders it ideal for retailers. As a result, I have taken action in a rebellious way and developed a genuine denim label for kids, for this was something the market lacked. This is how Blue Rebel came to be on 1 January 2010.

What would you describe as typically Blue Rebel?
Blue Rebel is DENIM! Blue Rebel is recognisable and innovative. We have the guts to offer new washings. We are consistent and pay much attention to the perfect fit. Jeans should live. Therefore, I spend much time at the washing plants to obtain the best washings possible.

What is Blue Rebel known for?
The basis of the brand is now firmly in place, it is rebellious and takes care of itself. Of course, denim takes central stage, besides a good fit and the aspect of always providing the latest fits and washings.

What are you most proud of?
Although we are facing a difficult market, Blue Rebel is doing very well. We work with a small team on the entire production process up to logistics with this committed Blue Rebel team we have earned a national as well as an international reputation.

Can you tell us something about the Blue Rebel winter 2015 collection - about inspiration, trends, new models, washings?
In the winter 2015 collection, too, the COMFY DENIM continues to play a major part. We have added three new washings: BLUE NOON, HIGH NOON and GOLDDIGGER.

The quality of our jeans is crucial; every season, we aim at providing the best quality. This season, the jeans are extra stretchy and comfortable and the washings are cleaner. We have added two new styles for boys: STEEL (super skinny ankle fit) and GRAVITY (tapered slim fit) for girls we will launch a new, soft velvet quality. We also have some new models under one piece: DIAMOND ULTRA skinny high rise boot cut fit, DIAMOND tapered slim fit, JET ULTRA skinny high rise boot cut fit, GARNET tapered slim fit, SPINEL (tapered slim fit).

Blue Rebel is now five years old. How has Blue Rebel grown or changed in five years?
The plan I devised for Blue Rebel five years ago - launching a recognisable product on the market - is still up to date. Denim can be sold throughout the year, so there is no need to put it in the sale. In the past few years, we have extended our assortment with a seasonal collection in addition to the RED LABEL collection. The seasonal collection is exciting and separate from the RED LABEL products that can be ordered all the year round. Our number of outlets has also increased. In addition to one-man businesses we also have our own shop-in-shops at some Higgenkroft stores, and further developments in this respect are in progress.

What can we expect from Blue Rebel in the future? What is the vision of Blue Rebel?
The market demands more Blue Rebel, so we cannot sit idle. As a consequence, a TOPS collection named Blue Rebel SPOT ON will be added to the basic collection.

Further, sales will be focusing on jeans walls in retail. This will enhance Blue Rebel's recognisability, and it is a good tool to make the product stand out even better for the retailer.

What will Blue Rebel be like in five years from now?
We are committed to pursuing both national and international growth. Besides, we aim at having a Blue Rebel jeans wall at every retailer. Above all, we want to be successful and remain the best jeans brand for kids.
**BOYS**

1. **SWEATER** - prune
2. **TEE V-NECK** - slub indigo
3. **TEE** - grey melee
4. **CRUST tapered slim fit** - heather grey
5. **CRUST tapered slim fit** - sweat indigo

**GIRLS**

1. **HOODED SWEATER** - sweat indigo
2. **TEE** - black spray
3. **TEE** - blush
4. **COPAL tapered slim fit** - plum
5. **COPAL tapered slim fit** - sweat indigo

**SHUTTLE PROGRAM**
**BOYS**

1. **GROOVE**
   - slim fit
   - black wash

2. **GROOVE**
   - slim fit
   - horizon wash

3. **GROOVE**
   - slim fit
   - illusion wash

   **also available in:**
   - spray indigo wash
   - pure indigo wash

**GIRLS**

4. **CALCET**
   - super skinny fit
   - spray indigo wash

5. **CALCET**
   - super skinny fit
   - pure indigo wash

   **also available in:**
   - horizon wash
   - black wash
   - illusion wash

**COMFY DENIM**

*BLUE REBEL*

**comfy denim**

*It looks like a pair of jeans*
*It has the taste of a pair of jeans*
*It even smells like a pair of jeans*

*BUT*
*because it is knitted*
*It feels comfy*
*like a pair of sweatpants*

**enjoy our comfy denim with all your senses**

**the knit makes the fit**