

Every inch of superb quality.

GB creates "luster" that conceals infinite probability

Story

GB

New denim that acclaims charm not known in the past. The title, "God of Blue Texture®", is entrusted to this charm. If denim was entrusted to God's imagination, He Who created the South American Irridescent Blue Morpho Butterfly with such mysterious brilliancy, what kind of denim would He create., GB, the "unprecedented denim material" conceived from sincere minds and ardent hearts of Kuroki Denim.

Based on the hypothesis that God would surely evolve denim to possess superior brilliancy with concealed perpetual possibility.

Material

GB

GB applies Teijin's newly developed fiber, Morphotex as the weft, and by varying the color of the warp from indigo to black, Kuroki's original weaving structure gave birth to an original denim of "fine quality" with unique yet such sophisticated luster.

By changing the color of the warp, it allows us to create unlimited, yet one and only, original color in the world for you.

Single self illuminating fiber



Morphotex

The world's first and single self illuminating fiber, Morphotex. After arduous research and study of the South American Morpho Butterfly, an Epoch making fiber with mysterious coloring glow was finally invented.

Package

GB



ORIGINAL LABEL



ORIGINAL WOVEN LABEL

In order to convey the features of this fabric to the consumers, for the products using "GB", an original paper label (folded tag) is available. It is designed to relay the product image through photo of the fabric and a catch phrase on the cover. In the inside, to convey the charm and fine quality of the fabric, the features of the fabric are explained. In order to imprint the image of this epoch making product to the consumers, the cover of this label is imprinted with simple initials "GB". It is available as a sales promotion tool of the GB product.