



THE DENIM FOREVER TOUR
#DENIMMADEWELL

6 Cities, 13 Days, Lots of Jeans.

Denim recycling, live chain stitching, musical performances and more—join us as we go on tour with our friends at [Blue Jeans Go Green™](#), Ft. Lonesome, Pintrill, & indie band Freedom Fry.

A six-city, 13-day blue-hued extravaganza, the Denim Forever tour combines three of our current obsessions: denim recycling, denim customization and great music. It's a vintage-meets-modern mashup at Madewell stores across the country—with a denim recycling pop-up to benefit [Blue Jeans Go Green™](#), as well as old-school chain stitching by Austin-based collective Ft. Lonesome and a pin bar with exclusive pins from Pintrill to make your new fall denim purchases even more personalized. Indie-pop band Freedom Fry will be performing at every stop on the tour, plus we'll have sips + snacks from Union Wine, High Brew Coffee and our favorite local spots, all day long. The tour stops in Portland, Seattle, Boulder, Chicago, Philadelphia and Boston — and all events are open to the public. See below for more information.

Since the launch of the Madewell and Blue Jeans Go Green program in 2014, Madewell has collected over 70,000 pairs of jeans that have been up-cycled into housing insulation. In 2015 a mobile denim recycling station was created and debuted on the streets of New York City. It later traveled to Los Angeles and this fall will be popping up in six new cities. Recycling stations will be set up outside Madewell stores (schedule below) and will include our vintage pick up truck, collection crates and denim experts—in other words you can't miss us. Bring an old pair of jeans to be recycled and receive \$20 off a new pair of Madewell jeans, a reusable canvas tote (while supplies last) and other treats—as our way to say thanks for giving back.

We will be celebrating the tour inside our stores with our just-launched denim collection for Fall and ways to customize your newly purchased denim. The ladies from [Ft. Lonesome](#) will be at their vintage sewing machines offering chain stitching and [Pintrill](#) will be providing a pin bar, including exclusive pins made just for us. Not to be missed – Freedom Fry will take the stage at 5pm on Saturday each weekend.

WHAT: The Denim Forever Tour

WHO: Madewell, Blue Jeans Go Green™, Pintrill and Freedom Fry

HOW: Bring a friend, grab an old pair of jeans, and stop by to recycle during our tour. We'll give you \$20 off a new pair* and the option to personalize them with chain-stitching, on us.

WHERE/WHEN:

8/13-8/14 PORTLAND

30 NW 12th Avenue, Portland, OR 97209

Saturday 10am-8pm

Sunday 11am-6pm

8/19-8/21 SEATTLE

1503 Fifth Avenue, Seattle, WA 98101

Friday 10am-8pm

Saturday 10am-8pm

Sunday 11am-6pm

8/27-8/28 BOULDER

Space #1028, Boulder, CO 80301

Saturday 10am-9pm

Sunday 11am-6pm

9/10-9/11 CHICAGO

932 North Rush Street, Chicago, IL 60611

Saturday 10am-8pm

Sunday 11am-6pm

9/17-9/18 PHILADELPHIA

1716 Walnut Street, Philadelphia, PA 19103

Saturday 10am-8pm

Sunday 11am-6pm

9/24-9/25 BOSTON

329 Newbury Street, Boston, MA 02115

Saturday 10am-8pm

Sunday 11am-7pm

*Offer valid on purchases made in Madewell stores through December 31, 2017 when you contribute one pair of jeans to the Blue Jeans Go Green denim recycling program and purchase at least one new pair of full-price Madewell branded denim jeans. Offer not valid at madewell.com or on phone orders. Offer cannot be applied to previous purchases or the purchase of gift cards and cannot be redeemed for cash or used in combination with any other offer. Offer not valid on third-party branded items. Terms of offer are subject to change. Blue Jeans Go Green is a trademark of Cotton Incorporated.



Madewell x Blue Jeans Go Green™ / recycle your old jeans with us year round

Did you know it takes approximately 500 to 1,000 pairs of jeans to insulate just one home? Translation: we need yours. Bring your old jeans into any Madewell location (107 stores countrywide), any day, year-round. It will then be turned into housing insulation and distributed to organization such as Habitat for Humanity to help communities in need. It's as easy as 1,2,3....

Step 1: Bring your old jeans into your local store.

Step 2: We'll send them to our friends at Blue Jeans Go Green to recycle into housing insulation.

Step 3: You'll get \$20 off a new pair of jeans-our way of saying thanks for participating.

ABOUT MADEWELL

The first Madewell store opened in 2006 with designs inspired by its workwear beginnings modernized for today. Denim is at the core of everything we do – from great jeans to all the things you wear with them: tees, ankle boots, leather jackets, and more. Madewell is effortless, sexy, cool, tomboy, artful and unexpected.

Follow along at #DENIMMADEWELL

Instagram <http://instagram.com/madewell1937>

Twitter <http://twitter.com/madewell1937>

YouTube <https://www.youtube.com/MADEWELL>

Blog <http://blog.madewell.com/>

Google+ <https://plus.google.com/u/0/b/107614121075416860173/+Madewell/posts>

Facebook <https://www.facebook.com/madewell>

Pinterest <http://www.pinterest.com/madewell/>

Spotify <https://play.spotify.com/user/madewell>

About BLUE JEANS GO GREEN™

The **Blue Jeans Go Green™** denim recycling program, created by Cotton Incorporated in 2006, is a call-to-action to give old denim new life by recycling it into natural cotton fiber insulation. Founded in 2006, Blue Jeans Go Green got its start working on projects in areas affected by Hurricane Katrina. They sent denim insulation to Habitat for Humanity projects in New Orleans, Baton Rouge and Mississippi. Fast-forward to today and they continue to work with Habitat for Humanity affiliates around the U.S. to bring denim insulation to areas that need it most.

For more information visit, <http://bluejeansgogreen.org>

Twitter <https://twitter.com/DiscoverCotton>

Instagram <https://www.instagram.com/discovercotton>

Facebook <https://www.facebook.com/cotton>

ABOUT FREEDOM FRY

The French & American duo have racked up over 40 track appearances, including two #1s, on The Hype Machine, and over 15 million streams on Spotify and SoundCloud combined. They've had dozens of songs placed in TV, films and commercials, and have been heard on radio stations around the world. Their new single "Shaky Ground" is out now and was just named KCRW's "Top Tune."

For more information visit, <http://www.freedomfrymusic.com>

Instagram <https://www.instagram.com/freedomfrymusic>

Facebook <https://www.facebook.com/freedomfrymusic>

Twitter <https://twitter.com/freedomfrymusic>