



For THE LOVE OF MAKING

The creative spirit can be traced in American fashion history, with denim as a narrative thread. Images of entrepreneurs, artists and engineers at work have defined this persona for generations. This season, with the introduction of NSF denim for men, we wanted to take a closer look. We began with the people we know and love; creating a photographic essay of friends and collaborators. Clothing and the creative spirit, at work, in beautiful alchemy.

STYLED BY SUSAN JOY
PHOTOGRAPHED BY RYAN HILL

Issue: **Fall 2011**

NSF



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for the love of making
F/2011





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KATE.

works as
FASHION MARKET EDITOR/MENS
SAKS FIFTH AVENUE
wearing
PACIFIC hoodie
PERLA shirt

Kate loves her 3 gold bracelets & taking fashion risks

wearing
DIA sweater





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ERIC.

works as
VP FASHION DIRECTOR MENS
SAKS FIFTH AVENUE

wearing
ARTIE seater
HANSON shirt
NSF DENIM Japanese selvedge RAW

Eric loves chunky knits, pocket squares & his brogues

wearing
DIEGO sweater
HANSON shirt
NSF DENIM Japanese selvedge RAW finish





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MARKUS.

works as
FURNITURE DESIGNER
CO-FOUNDER GLASSHILL (UK)

wearing
SANTOS sweater
FOX shirt

Marcus loves Stockholm, New York & his new baby

wearing:
COLIMA sweater
CARL t-shirt
NSF DENIM Japanese selvedge NASH finish





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CHRISTOPHER.

works as
MENS FASHION DIRECTOR
BLOOMINGDALES

loves sweaters, sweats and Vans

wearing
BAYLE sweater
CARLOS pant



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SHANAN.

works as
WALLPAPER & FABRIC DESIGNER
FOUNDER OF ESKAYEL

wearing
MASON poncho sweater
TIA shirt



RANDI.

works as
GENERAL MANAGER
THE SPOTTED PIG

wearing (clockwise)
DURANGO leather jacket
RHORY henley
NSF DENIM Japanese selvedge, RAW
PUERTO striped henley
HANSON shirt





RANDI.

works as
GENERAL MANAGER
THE SPOTTED PIG

wearing (clockwise)
DURANGO leather jacket
RHORY henley
NSF DENIM Japanese selvedge, RAW
PUERTO striped henley
HANSON shirt

ERIN.

works as
MENS TAILOR

wearing
TIA shirt
ZAMORA poncho





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LINDA.

works as
GRAPHIC DESIGNER
MILOBY

wearing
NINA sweater
and Warby Parker glasses



Linda is wearing the MELODY sweater, from our set of limited production knits made in Los Angeles with Italian yarns.



The PALOMA Italian wool sweater, with multi-color needle-punch treatment.



The MILLER jacket updated for Fall, along with the Japanese plaid OTIS shirt.



ANDREW.

works as
DIGITAL (GURU) ARCHITECT
THE MILL

known for wearing suits on fridays

wearing
FOX shirt
CARLOS pant
and Warby Parker glasses

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CHI.

works as
KNITWEAR GURU
NSF

would be a painter if he wasn't a designer

wearing
DIEGO sweater
FOX shirt





**CHRISTIAN
BRIANNA
LYLA & SAVANNAH**

work as
BAD GIRLFRIEND
NEW YORK ALL GIRL BAND

photographed at Pianos in LES

wearing (left to right)
PILAR sweater
RIVERA top
SYDNEY leather jacket, terry sleeves
PABLA sweatshirt

JEFFERY.

works as
PROFESSIONAL DJ
DEFFTONN

known for his fashion and brand sets

wearing
CRUZ shirt
ZUMA hoodie
WARSAW jacket
NSF DENIM Japanese selvedge MANNIX finish





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MATTHEW.

works as
STYLIST

*Style icons are Serge Gainsbourg,
and pretty much anything french.*

wearing
COSTA sweater
VINCENTE jacket



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RAJNI.

works as
FASHION FEATURES EDITOR
NYLON

*Style icons are 70's Diana Ross, her
mother and grandmother*

wearing
COSTA sweater
AMARA jacket, shearling with terry
sleeves

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