

FOR IMMEDIATE RELEASE:

Ayurvedic Organic Jeans: Custom Clothing Company Makes Garments That Possess Medicinal Benefits

MUMBAI, India, July 8, 2008 (SEND2PRESS NEWSWIRE) -- Make Your Own Jeans (www.MakeYourOwnJeans.com), a company with global presence, specializes in making customized jeans to meet personal needs. They have recently created a new fashion product using techniques that go back over 5,000 years and can heal the body.

*(PHOTO Link 72dpi: Send2Press.com/mediaboom/08-0708-OrganicJeans_72dpi.jpg)

*(Photo Caption: Ayurvedic Organic Jeans)

This new organic jeans product uses a process that originated in India; it's called Ayurveda. Fabrics are dyed in medicinal herbs as a means of practicing Ayurvedic medicine to treat various illnesses. In fact, when the word is broken down in Sanskrit it translates into health and wisdom.

Ayurveda-treated fabrics expose these medicinal herbs to the body through the skin - the body's largest organ. Depending on which herbs are used in the dyes, Ayurveda-treated fabric may treat a broad range of medical conditions including skin ailments, diabetes, arthritis, digestive problems, high blood pressure and more. Each dye may contain up to 50 different herbs.

MakeYourOwnJeans.com has received an Organic Certificate for their chemical free, Indian-origin fabrics from the Netherlands; the natural hand process dyeing is performed in the forests of India. Even the building where the fabrics are dyed is comprised of organic bricks.

Currently, the company is accepting orders for bespoke jeans, trousers, shorts and bed sheets - all made using this Ayurvedic organic fabric.

Interested jeans lovers, worldwide, can choose from stretch or regular denims, provide exact measurements, pick various fits, and specify front and back rise, as well as bottoms. Each pair of jeans will be individually cut and custom tailored. Due to more hand techniques, the jeans will also be softer than most of the mass-produced lots.

MakeYourOwnJeans.com also offers Brazilian-style jeans as an add-on fashion choice. These provocative-style jeans are known for their sexy and unique look and are mostly worn low rise.

"In stores, Brazilian styles are available only in slim sizes, but we can make any size for anybody, including big and tall, plus size, low or high rise," Harry Shahari, who conceptualized the idea, explains. "Customers just have to buy a pair of custom jeans from our web site, preferably stretch denim, and then add on the Brazilian style that they want from their "Women's Special" category.

While jeans are the most popular product, the company also manufactures casual and wedding suits - the most popular being \$99 linen suits - all bespoke.

Comfort is incorporated into each garment.

"If a customer mentions in the comment section of the product page that they want elastic in the back or elastic all around, we can do it," Shahari says.

MakeYourOwnJeans.com was also written about in Oprah's "O" Magazine. One jean wearer wrote a letter which revealed that she has had "extraordinary success with the company" and "gets compliments everywhere she goes."

MakeYourOwnJeans.com has a secret page where they offer discounts; an unadvertised link to this page is at: www.MakeYourOwnJeans.com/offers.

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

YouTube Video showcasing the products:
http://www.youtube.com/watch?v=G-UV_edsDHg

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Send2Press(R) is the originating wire service for this story.

NEWS SOURCE: Harry Fashion

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July 2008 Press Release
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/ REF: Fashion Industry Newswire(TM)
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