

Jaded London's New Era

The sweater brand Jaded London, which was founded in 2013 by Grant and Jade Goulden has evolved to this modern time. When Jaded London first was founded they mostly made sweaters and tracksuits to stick with the 2010's trends. But ever since then they have been adapting to each decade and each style that comes with that decade. Now their catalog spans from shoes to belts to even temporary tattoos. They've also modernized their theme and branding of their website. This brand also showcases many fabrics and textiles within their clothing. They've got everything from denim to studs to tassles. No matter your personal style, anyone could find a clothing item from this brand that they would love to wear (if they're cool).



I have realized that the brand's quality and variety of mens clothing is unique. They are in touch with the feminine qualities of fashion and aren't afraid to reflect that in their mens lines. Other brands usually avoid a feminine influence in their mens clothing, which usually leaves no room for style or self expression. All that I'm saying is that I would be more comfortable if I had a Jaded London stylist choosing my outfits then any other name brands. In my personal experience I have trouble getting clothes that I find fashionable at most retail stores such as Target and Urban Outfitters. I often have to resort to shopping in the women's section or thrift stores to find clothing that I feel most like myself in.

Good review-are we able to use these pics or are they copyrights? I just tweked the wording a little bit here and there but no big deal. 92/100

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