

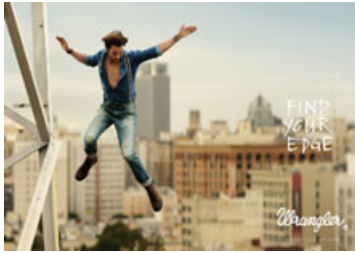
Wrangler launches in SA with the "Find Your Edge" campaign



By [Duan Wanty](#)

20 Jul 2012

It's back! One of the three biggest denim brands in the world, Wrangler, had its launch last night in Jozi's CBD. A star-studded event - beautiful venue, people, and, yes, you guessed it - hot denim.



The denim range has been around for just over a century - and with that impressive heritage you can imagine that this brand has perfected its ways, which was obvious at last night's launch. After seeing the impressive range on the runway, I can't wait to get my own pair of Wrangler denims.

A bit of history about the brand: It was originally named the Blue Bell Overall Company. The roots of the brand lie in manufacturing overalls and workmen's wear. Legend has it that a group of railroad workers who bought overalls gave the factory a bell and, like everything else, this bell became covered in denim dust - hence "Blue Bell". After this, they started developing a denim line for cowboys. A competition among the factory workers named the line Wrangler and there you go. All this basically means that they know how to make a stunning and lasting pair of denims.

Practicality is key

The formula for Wrangler's famous denim is a simple one - regardless of the cut, all of their jeans are made with practicality being their core idea. It's this that makes a pair of Wrangler's, well, a pair of Wrangler's.

You can try a pair, then buy them at the end of July, 2012, in selected Stuttafords stores.

ABOUT DUAN WANTY

Duan is an actor by profession, writer by passion and a website developer by trade. He currently resides in Johannesburg, loves the chase, the opportunities and the people. He is opinionated, positive and loves a good debate. You can connect with him on Twitter, @duwanty and you can also check out www.onlinenerds.com while you are at it. View my profile and articles...

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