



## The Denim Drop by Stansons : Celebrating Design, Self-Expression, and Sustainability at CDW 2025

Stansons is weaving slow fashion and personalisation into CDW 2025. Sparking in a memorable, shareable experience for the design community, all wrapped up in a denim jacket.

Transforming its studio on Pear Tree Street into a pre-loved boutique, Stansons is inviting designers to handpick a vintage denim jacket and make it their own with exclusive iron-on badges from its Badge Bar.

Once participants have personalised their vintage treasure, they'll be captured on video, talking about their fashion choices, which will then be shared across socials.

The goal is to create an interactive, fun experience that allows creatives to express their individuality, walk away with a unique jacket, whilst also contributing to a broader, meaningful movement of sustainable fashion.

Why Denim? Because it's timeless, versatile, and endlessly creative. With The Denim Drop, Stansons continues its mission to blend design, culture, and sustainability in a way that's both elegant and playful.