

ABSTRACT

Denim is a hard and strong cotton fabric, woven using indigo color and filled with white threads. Denim fabric has been used for centuries in the clothing industry especially the manufacture of labor clothing that has demonstrated its strength. Taking care of denim is not only part of appreciating clothes, but more than that it can reflect who we are. Our clean, reckless, lazy or diligent character can be reflected in the denim we wear. Denim has a unique way of care unlike other clothes, because it has a fading nature. The fading nature of denim makes us have to pay great attention to how to wash it so that it does not fade with other clothes. Then, denim has very strong fabric fibers. Jeans will have a longer service life before washing because the material is thicker, stronger with a dark color that makes stains not easily visible. Therefore, the author seeks to create an informative magazine regarding Denim Care Magazine for Consumers Wingman Denim which aims to provide closer, informative, and interesting information to know and understand about how to take good and correct care for denim.

Keywords: Magazine, Denim Care, Denim Wingman