



Tenue
de
Nîmes



1 2 3 4 5 6 7 8 9

Merno Van Meurs from Tenue de Nimes exclusively gave us this interview with Miles Johnson, Head of Design for Levi's Vintage Clothing.

This can be seen in the newest issue of Journal de Nimes N°5 (view the link below). I'm pretty chuffed to have it in our features section, so I hope you enjoy it.

1. Would you please introduce yourself, and tell us all about your background?

Blue is my favorite color and I like cats and dogs (laughing loudly).

My name is Miles Johnson and I work for a Levi's division called Premium XX.

Before I started at Levi's I worked in the film industry for six years. I worked on costumes for feature films and it was my job to break down period costumes to make them believable, to make them look the age they were supposed to be. If the character was wearing a suit from the Victorian period it had to look believable.

I got really into that, using stuff like banana skins to get natural, greasy shines on the insides of colors. I was burning stuff and throwing cups of tea and coffee over garments and learned about chemical treatment and the laundering of fabrics.

Like: "what would happen if we turned this garment inside out and sprayed it irregularly with black pigment and then hit it with hammers while it is still wet and dried at a really high temperature, throw it in a tumble dryer with old shoes.... what would that look like?".

It was a fascinating time doing all the research and the design, but as soon as the filming started my work would become quite tedious. I wanted to learn more about fashion, about actually making the clothes. So I went to Central Saint Martins College of Art & Design to do a masters in menswear.

2. Your rated as a bit of a mystery in the business. What is it that you actually do for Levi's XX and how did you end up working there?

All the things about making clothes 'old', that I got interested by during my time in the film industry, seemed to come together in vintage jeans. From that moment I knew I wanted to work for Levi's.

So I called them... and then called them again and again and just before I finished at St. Martens I managed to get an interview with the Creative Director.

We talked about safety pins for 2 hours - I absolutely love safety pins, and so did she. At the end of the conversation she said: "when are you going start?" to which I replied: "But you did not even offer me a job and did not take one look in my book?" so she flipped through it and said: "see you on Monday then". and that was it.

At the moment I am head of design for Levi's vintage clothing. I design the shop interiors of our ivc stores, I create window designs, search for relics to use in our showrooms and I do a lot of research for my work in design. There is a lot of science going on in what I do. It's all about matching the original quality of denim. Every tiny little detail should be perfect. Every single rivet needs to get the right depth and the look and feel of the fabric should perfectly match the vintage Levi's pieces from our archives.

"If you look at jeans they have hardly changed over the course of all those years."

3. The first time you set foot in the Tenue de Nimes store, you took one look at this dirty, old, worn in, torn apart and smelly pair of jeans and the only thing you said was: "Lovely". Not exactly what I expected you to say. Where does your love for denim come from?

Was it my jeans or yours? (laughs) I can't remember. But I do love it you know. I can't really recall when it was that I discovered denim - it somehow landed in my lap.

I started to work with it while I was in college and my final collection was denim. I learned that denim is a lovely, evolving fabric. A lot of people don't really analyze it very much. I believe there is a whole emotional side to denim. I know it may sound a bit pretentious but it is like that when someone takes a bath wearing a pair of rigid denim jeans for the ultimate fit, squeezes out the water, dries them in the sun and wears them non-stop without washing them.

Observing the wear and the fading and the shaping and all those other things will make anyone love a pair of jeans more than they ever did. And of course when you do this to more than one pair you will have several loves, but that's why I have 68 pairs of jeans that I wear, all of them, depending on what mood I am in. If I don't know what mood I am in I'll wear a whole set of jeans in one day.

If you look at jeans they have hardly changed over the course of all those years. It basically just gained one extra pocket and there were some minor style changes like the fabric and little details around the top like cinch-backs and zip fly's or button fly's but essentially it did not change at all. That is amazing. On top of that the most remarkable thing about jeans is that such a great number of people own at least one pair.

4. You said you wear 68 pairs of jeans constantly but would you be able to pick a favorite?

Well I believe that is like asking a mother which of her children is her favorite. But yes, I do. My favorite pair, at the moment, is a pair of 1955 501's that were worn originally by a guy who used to work in a plastic factory and they have been so baked and heavily worn and been stained by bits of spitting melted plastic.

5. What kind of environment were you brought up in?

I come from the midlands, from a small village near Wolverhampton. It was a very close-knit community and I could not wait to get away.

After university I went to London, which I loved instantly. It has an edge to it that I find really healthy. It throws a lot of good stuff out. I mean there is poverty and that brings out the best in people. God, I haven't been poor in London. The things I could do with a potato... Jesus. We used to spend more money on feeding our cats than on feeding ourselves. All that time as a student I was scraping. But I feel that is a really good character start.

London has an amazing art scene. It does great things in music. It has a weird fashion though. I believe they have this weird direction but they still throw out some great talent and St. Martens is absolutely great mostly because of Louise Wilson, who is the Course Director. I think she is a professor in fashion now, she is the head of the fashion army. They strip you down, and then rebuild you again from scratch. It was a tough education. Maybe that's why I don't mind hard work now, because I was used to it back then.

6. What is your favorite retail stop in London?

I love Dover Street Market. It is quite 'gallery' but its great. I believe it's because of Comme des Garçons, she is amazing. She has such a great eye for unusual pieces. So maybe I like intelligent fashion after all. It's all about clothes at the end of the day. I don't buy much there, but I like the shop. If I am going to buy clothes I save my money and buy stuff in Japan or the rose Bowl in the USA or Spitalfield Market and Brick Lane in London. But you have to understand I can not stand to wear a pair of jeans from another brand. I do have great jeans from wrangler and lee but I just don't wear them. I do love to buy accessories from brands like RRL by Ralph Lauren.

7. Can you tell us where you get your inspiration from in terms of designs?

The starting point for everything I do is the Levi's archive and of course I rely on my taste appealing to a massive amount of consumers in different parts of the world. We literally take apart our jeans from the past in order to interpret all the ingredients. We never look at denim from a fashion perspective. I can get pretty mad when people are so obsessed with how great someone's behind will look and not spare a single thought for the quality, the craftsmanship or the way it is constructed with the rivets and the stitching.

I have a very naive and simple way of talking about the most fundamental piece of our wardrobe. It all started here (Levi's ed.) and that is where all the knowledge and inspiration comes from. I am so fascinated by all the stories from our archives. The people behind the jeans and stuff they went through while wearing one. You can actually determine what kind of life someone had when you look at their jeans. About what kind of shoes they wore, if they rode horses, whether they worked. There are tell tale signs on the worn jeans that tell you all you need to know. Specific fades, rips, etc. like lines on an old man's face. People wore their jeans for a lifetime you see. It was a huge investment in the early days. Jeans were crazy expensive - along the lines of a month's pay, but it was a good investment because it would last a lifetime. It's just a shame that so many people threw them away.

"Well what I like about what I do is that every day is so full of surprises."

8. Please describe a day in the life of Miles Johnson.

Well what I like about what I do is that every day is so full of surprises. I feel tested constantly and of course everyone learns how to juggle with one ball to begin with and eventually you join the circus throwing 9 balls into the air. I just love it so much. There is so much good support in our team.

We have a great working relationship where we test and challenge each other constantly. We argue like cat and dog but when we are finished we get to a better place together. I feel lucky to be doing what I'm doing and I'm quite driven about it because I find it rather interesting. So whether I am doing research, designing a collection or determining what our Tokyo based brand store should look like - it's all fun you know.

9. You travel a lot for your job at Levi's XX. You visit countries like the US, Italy, Japan and Turkey on a regular basis. Is it tough for you to never actually be relaxing?

You can quote me on this: I can sleep when I die. Honestly I do not have any time for it. I can find it quite difficult to switch off. I used to be very worried that I was lazy. My mother used to say that to me: "oh get out of bed you're so lazy". So when I got to university I printed out a poster and hung it above my bed which said: "I'll sleep when I die". When I would wake up in the morning it would be the first thing I would see and I would jump out of bed: get up! get on! make things happen. Remember that.

10. You live in Amsterdam, yet have retained your home back in the UK - why is that?

Well in the end of course I will be going back to England and be an old man in my house on top of a hill. It's home and I love it and that's why I keep it. But at the moment it just drives me crazy. I've got a bit of a split personality I guess. I need both. Muddy fields and long walks with my dog. It's my escape.

Many thanks to Merno once again for the content, and Joachim for the great photography.

Text: Merno Van Meurs
Photography: Joachim Baan

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Journal de Nîmes N°5 – The British Issue

2010 JULY 20

by SY

tags: journal de nîmes, magazine, tenue de nîmes



The new, 5th **Journal de Nîmes** is out today and this time the theme revolves around British brands. The publication includes an interview with **Nigel Cabourn** at his Newcastle residence, a review of new British denim label **Tender** and a 'very personal denim interview' with Miles Johnson, head designer of the Levi's XX department among other stories. Go on and flip through the digital version above, or, if you're in Amsterdam stop by the [store](#) to get the paper edition.

www.tenuedenimes.com

Selected images from Journal de Nîmes N°5 after the jump



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Journal de Nimes N°5

POSTED BY AJANAKU ON JULY - 20 - 2010

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The new **Journal de Nimes N°5** -The British issue- is officially launched today. **Tenue de Nimes** came across so many great things from the United Kingdom recently that we could have easily filled 100 pages. In this fifth release we proudly present an interview with **Nigel Cabourn** at his Newcastle residence, we discuss the **Grenson** factory visit and also feature a very personal denim interview with Miles Johnson, head designer of the Inspiring Levi's XX department. Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a tip of the cap to the 180th anniversary of the legendary (American) brand **Woolrich** and you will understand why this issue got a little out of hand. *written by Matthijs van Meurs | Dyed in Red*

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Journal de Nimes N°5 – The British issue [July 2010]

Atif Kazmi



Tenue de Nimes has released Journal de Nimes N°5 — The British Issue. In it you will see pages upon pages of great finds from the other side of the pond. Highlights include an interview with designer Nigel Cabourn at his home in New Castle, a visit to the Grenson factory, as well as an interview with Miles Johnson, head designer of the inspiring Levi's XX department. While this is only a small snippet of what the issue has in store, we suggest you check out the digital version [here](#) or grab a print version from the store to really (...)

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JOURNAL DE NIMES N°5 | THE BRITISH ISSUE

by Enrico Grigoletti | 21 luglio 2010



La quinta uscita del giornale redatto da Tenue De Nimes si presenta molto densa. Intervista a Nigel Cabourn, visita alla fabbrica Grenson, una shopping map di Londra e la storia del *duffle coat*. Indovina cos'è il tema di questo numero.



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July 20th **Journal de Nimes N°5**
Posted in: [We Recommend](#)

2 Comments



Journal de Nimes N°5 – The British issue – has officially launched today and we're looking forward to reading our copy with a rather large coffee. The guys from Tenué De Nimes travelled to the UK recently and were inspired by so many great things, that they could have "easily filled 100 pages". In this fifth release you'll find an interview with Nigel Cabourn at his Newcastle residence, along with features on Grenson and Miles Johnson, head designer of the inspiring Levi's XX department. Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a tribute to the 180th anniversary of the legendary Woolrich and you've got great little read on your hands.



A digital version of the magazine is available at http://issuu.com/nimes/docs/journal_no05 or you can grab a hard copy at [AnotherShop](#).

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Vind ik leuk Vind dit als eerste van je vrienden leuk.

2 Comments

Comment by Lineage of Influence – 22/07/2010 @ 12:12
This issue looks especially good, I don't know if that's because it's the British issue and I'm being patriotic? Whatever the reason I can't wait to get my copy and give it a good read.
I've spoiled it a bit by going through the online version, but you can't beat good old print!

Comment by Denim Geek – 22/07/2010 @ 14:12
Totally agree, I thought it might be the British thing too but it does look like a really good issue...!

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Denim Geek on Svpply



July 21, 2012

Journal de Nimes N°5 - The British Issue



Another **Something** recently released Journal de Nimes N°5- The British Issue which focuses primarily on dealings of the United Kingdom. In this fifth instalment, a series of topics are presented including an interview with Nigel Cabourn at his Newcastle residence, a discussion on the Grenson factory visit and also feature a very personal denim interview with Miles Johnson, head designer of the inspiring Levi's XX department.

Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a tip of the cap to the 180th anniversary of the legendary (American) brand Woolrich and you will understand why this issue got a little out of hand. A digital version of the magazine is available [here](#).



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Journal de Nîmes N°5
July 20, 2010 by Sam



Journal de Nîmes officially launched today...

It includes a brief history of EDWIN as well as Nigel Cabourn, Grenson, Miles Johnson, and Woolrich to get you started!

Read it online [HERE](#)

Category: *BlogTags: Journal, Magazine, Nîmes, Tenue* |

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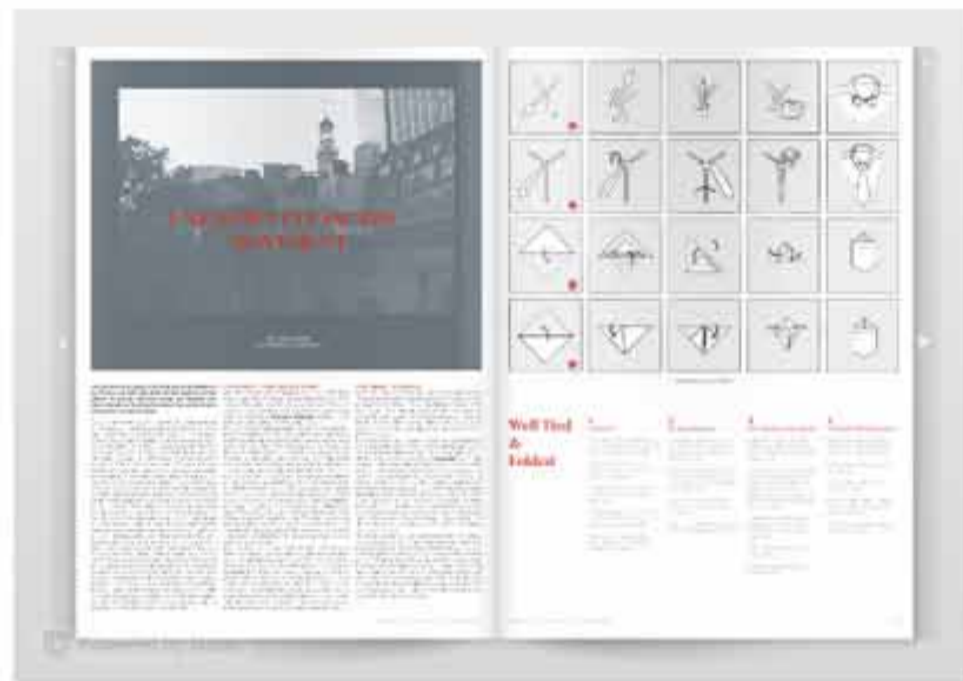
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Journal de Nîmes N°5: Joy Division / New Order

Tuesday, July 20, 2010 at 10:35 tagged [britain](#)



A new issue of **Journal de Nîmes**, the quarterly paper of denim-inspired boutique Tenue de Nîmes, is here. This fifth edition of the Journal is themed around Britain. Next to a piece about the great handmade denim label Tender, which has nothing to do with sound at all, I wrote an article about some very influential bands, for Britain and also for the whole evolution of popular music: Joy Division and New Order, and took a look at their debut albums, *Unknown Pleasures* and *Movement*, respectively. Click on the image for a readable version, or if you are in Amsterdam, pick up a fresh copy at Tenue de Nîmes, Elandsgracht 60.

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Journal de Nimes No. 5

by L. Ponsard, 2018-01-20



The new Journal de Nimes No. 5 - The British issue - officially launched today. *Journal de Nimes* came across so many great things from the United Kingdom recently that they could have easily filled 100 pages. In this 15th issue, *Journal de Nimes* proudly present an interview with Nigel Cabourn at his Newcastle residence, they discuss the Glenison factory visit and also feature a very personal denim interview with Mike Johnson, head designer of the inspiring Levi's XX-denim. Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a list of the top 10 1980s anniversary of the legendary American brand Weston and you will understand why this issue got a little out of hand. A digital version of the magazine is available below.



Tags: Features, Interviews, Directmaps, Hypebeast, PPS

12 personnes ont aimé cette page. Voir plus de détails sur la page Hypebeast.

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Journal de Nimes N°5 - The British issue



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TUESDAY, JULY 20, 2010

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Journal de Nimes N°5 – The British issue [July 2010]

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Tasse de Nimes has released Journal de Nimes N°5 – The British issue. In it you will see pages upon pages of great finds from the other side of the pond. Highlights include an interview with designer Nigel Catonson at his home in New Castle, a visit to the Grenson factory, as well as an interview with Miles Johnson, head designer of the inspiring Levi's XX department. While this is only a small snippet of what the issue has in store, we suggest you check out the digital version here or grab a print version from the store to really get a full sense of what this issue entails.


More images after the jump. (via COC)



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Journal de Nîmes Issue 5

Tenue de Nîmes, a store with denim as its core concept in Amsterdam, represents carefully selected items from Sweden, Japan, Denmark and the Netherlands and not only denim the store manager is passionate about. Several other unique items and brands such as vintage watches, eye frames to photography and design are also showcased. Founder Menno van Meurs is consequent about his store concept and its spirit. His latest "Journal de Nîmes N°5" is an all "British issue" with diverse finds to fill 100 pages of a tabloid. In this fifth release you can find an interview with Nigel Cabourn at his Newcastle residence, a photo editorial about the Grenson factory and a very personal denim interview with Miles Johnson, head designer of the inspiring Levi's XX department.

The newspaper is designed with love to illustrational details and typography by creative director Joachim Baan, the founder of Another Company. This tabloid should be an inspiration and an example for any concept store to follow meticulously.

Brands showcased at the store: Acne, Atelier Ladurance, Camilla Norrback, Denim Demon, Diptique, Ellen Truijen, The Flat Head, G-Star Raw, The Hill-side, iJIN Material, Iron Heart, Lee Originals, Levi's Vintage, Libertine Libertine, Mads Nørgaard, Moma, Momotaro, Naked & Famous, Nigel Cabourn, Nike, Nudie, Red Wing, Royal Republiq, Second Female, Sperry, Velour, Whyszeck, Yarn Unit and Qompendium Print Publication.

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Tuesday, 24.08.2010
17:30 (Cet)



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We don't know how it all started but it appears more and more stores are releasing their own magazines. Tense De Nimes are now on their fifth issue, which concentrates on British labels. Aside from the usual (Nigel Cabourn and Gloverall are to be expected at this point), there's also a feature on Trudor, the brand we featured yesterday, and a Q&A with the head designer of Levi's XX range. The magazine is available at their stores and there's also an online version you can read [here](#).

Take a leap to see spreads from the magazine.



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Journal de Nîmes N°5

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Tenue de Nîmes' new issue of *Journal de Nîmes*, dubbed *The British Issue*, drops today. A digital version is available [here](#), but I'm waiting for it to show up [here](#).

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Journal de Nimes N°5


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Journal de Nimes N°5 – The British issue – has officially launched today and we're looking forward to reading our copy with a rather large coffee. The guys from Tenue De Nimes travelled to the UK recently and were inspired by so many great things, that they could have "easily filled 100 pages". In this fifth release you'll find an interview with Nigel Cabourn at his Newcastle residence, along with features on Grenson and Miles Johnson, head designer of the inspiring Levi's XX department. Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a tribute to the 180th anniversary of the legendary Woolrich and you've got great little read on your hands.





A digital version of the magazine is available at http://issuu.com/nimes/docs/journal_no05 or you can grab a

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The new Journal de Nimes N°5, The British issue, officially launched today. Coming across so many great things from their recent United Kingdom travels, this fifth release presents: an interview with Nigel Cabourn at his Newcastle residence, the Grenson factory visit and also a feature from a very personal denim interview with Miles Johnson, head designer of the inspiring Levi's XX department. Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a tip of the cap to the 180th anniversary of the legendary (American) brand Woolrich and you will already be asking, where do I get my issue?

Journal de Nimes N°5 The British issue can be viewed digitally [here](#). All the images of the magazine by Joachim Baan are available [here](#).



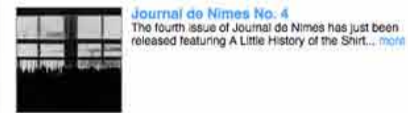
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Journal de Nîmes N°5 -The British issue- is officially launched today. In this fifth release the magazine proudly presents an interview with Nigel Cabourn at his Newcastle residence, a Grenson factory visit which also features a very personal denim interview with Miles Johnson, head designer of the inspiring Levi's XX department. Add to that a London shopping map, plenty of British Treasures, a brief history of the Duffle Coat as well as a tip of the cap to the 180th anniversary of the legendary (American) brand Woolrich.

A digital version of the magazine is available here: http://issuu.com/nimes/docs/journal_no05.

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