

May Designer of the Month

Genetic Denim is created by designer Ali Fatourehchi who wanted to create a jean unlike no other. He literally packed up a u-haul and set off across country to dozen of different places so that women could try on his samples. Isn't that clever! That's why he came up with the Recessive Gene and the Dominant Gene. The jeans are made for every body type. Despite the genesis of a new company, Fatourehchi has taken a more comfortable approach to the existing market. Many of the styles are inspired by his love of vintage. His plan is to make Genetic Denim a global force! Designing both Men and women's jean is his passion!

We love the fit here at Eveyk's. Look who's wearing them!

Come by and try on a pair and see why Genetic Denim is one of our favorites!

