

DEVIL-DOG® Dungarees Celebrates 75 year anniversary with the release of an exclusive, limited edition selvedge denim jean.

New York, NY (February 3, 2023) – DEVIL-DOG® Dungarees, a vintage-inspired men's lifestyle brand, today announced its 75th anniversary with an exclusive limited edition selvedge denim release.

DEVIL-DOG® Dungarees was established in 1948 by U.S. Army veteran Louis Rosenstock, who named the company in honor of the Marines and all the armed forces who fought so bravely for our country. Today, the company is led by Louis' grandchildren, Jeff and David Rosenstock, and serves as a full fledged men's lifestyle brand.

DEVIL-DOG® is universally recognized for its comfortable and durable denim, and in honor of the celebration, DEVIL-DOG® will be releasing a limited edition run of 75 pairs of USA made selvedge denim from Vidalia Mills woven on American Draper Shuttle Looms. These looms were rescued from the closing of Cone Denim's famous White Oak plant in Greensboro, NC, whose denim were a staple in DEVIL-DOG®'s original Dungarees. Each pair includes an eco-friendly back patch stamped with the jean's number within the run of 75 pairs made.

"We are thrilled to celebrate our 75th anniversary with this very exclusive selvedge jean drop," said Jeff Rosenstock, Co-Owner & President of DEVIL-DOG® Dungarees. "This limited edition jean is a tribute to our company's rich history and embodies the timeless craftsmanship and attention to detail that has defined DEVIL-DOG® Dungarees from the beginning."

Staying true to its philosophy of great quality at a great value, DEVIL-DOG® is proudly offering this historic and limited run jean at an MSRP of \$99.

For more information about DEVIL-DOG® Dungarees, please visit [devil-dog.com](http://devil-dog.com) and follow @DEVILDOGJeans on Instagram and Facebook.

About DEVIL-DOG® Dungarees:

DEVIL-DOG® Dungarees was first established in 1948, relaunching to the market in 2019 as a men's lifestyle brand, creating vintage-inspired and high-quality menswear at a great value. Originally known for their great fitting and durable denim jeans, DEVIL-DOG® has expanded into a full lifestyle collection including: Casual Bottoms & Shorts, Knit Tops, Sweatshirts & Tees, Denim Shirts & Jackets, Caps and Leather Accessories.