

PROJECT CAPTURED

DNA 2050, Where do you get your Jeans?

OCTOBER 24, 2010 BY CHRIS • [LEAVE A COMMENT](#)

Written by Christopher Free

This week's Boutique feature is DNA 2050, DNA is considered the "Ultimate Destination for Premium Denim" and is conveniently located at the 900 shops building across street from the John Hancock on Michigan Ave. This denim lovers dream boutique carries over 30 brands of denim from G-Star, 7 For All Mankind, to Nudie and the list goes on. They also carry multiple washes, from dark denim to light stone to fades of blacks and grays, and of course there are various styles, trends and fits available, such as: straight, boot, loose, slim and skinny fit. Not only does DNA 2050 have a brilliant display of denim stacked from wall to wall, this boutique carries cozy, stylish sweaters, t-shirts, hoodies, plaid shirts and trendy fall coats that will be sure to keep you warm and looking good this fall season!

Founder Iraklis Karabassis, a part of IK Retail Group – stated, "DNA 2050 came about as we recognized a gap in the contemporary market for quality, trendy concepts for men and women in a multi-brand environment. Our goal is to be the ultimate destination for the trendy denim shopper in every market we enter."

DNA just had its 1 year anniversary of being located at the 900 shops building, so we thought it would be cool to have a look inside, pick a few outfits and have a photo shoot! Originally we were just going to select two outfits for the feature, but we ended up choosing four looks. Since there were simply too many great things to chose from, to shoot only two would have been an injustice to both DNA 2050 and our viewers. Besides that...I love this stuff! I wish I had time to shoot more but unfortunately, ladies, this feature is for the men. Sorry, but we will have to revisit the boutique to feature the women's section another time. However, for now please enjoy the photos and keep DNA 2050 in mind for a place to shop for the special man in your life.

Let us know your thoughts!





SCOTCH & SODA
\$198
NYLON HOOD SWEATER

SHIRT.....\$149
JOHNNY LOVE - BIN CHECK

JANS.....\$209
G-STAR- ARCH LOOSE TAPER

BRACELET.....\$39
RED STU- BROWN DRL CHAIN

BOOTS.....\$299
RED STU- BLK

SCOTCH & SODA
\$198
NYLON HOOD SWEATER

SHIRT.....\$149
JOHNNY LOVE - BIN CHECK

JANS.....\$209
G-STAR- ARCH LOOSE TAPER

BRACELET.....\$39
RED STU- BROWN DRL CHAIN

BOOTS.....\$299
RED STU- BLK



SCOTCH AND SODA
\$198
NYLON HOOD SWEATER

SHIRT.....\$149
JOHNNY LOVE - STRINGER

JANS.....\$209
G-STAR- ARC LOOSE TAPER

BRACELET.....\$39
RED STU- BLK DRL CHAIN

BOOTS.....\$299
RED STU- BLK



SCOTCH & SODA
\$198
NYLON HOOD SWEATER

SHIRT \$149
JOHNNY LOVE - BRN CHECK

JEANS \$209
G-STAR- ARCH LOOSE TAPER

BRACELET \$79
RED STU- BROWN DBL CHAIN

BOOTS \$209
RED STU- BLK



ORTHODOX
\$879
LEATHER JACKET

SHIRT \$69
TRIANGLES OF GREY BY MICHAEL COHEN

JEANS \$217
EDWIN SEN VINTAGE DENIM SLIM FIT

SCARF \$79
RED STU- BLK DBL CHAIN

BOOTS \$209
RED STU- BLK



ORTHODOX
\$879
LEATHER JACKET

SHIRT \$69
TRIANGLES OF GREY BY MICHAEL COHEN

JEANS \$217
EDWIN SEN VINTAGE DENIM

SCARF \$79
RED STU- BLK DBL CHAIN

BOOTS \$209
RED STU- BLK



ORTHODOX
\$879
LEATHER JACKET

SHIRT
THOMAS MARSH BY BUCKHAM
COMMON \$107

JEANS
EDWIN SEN VINTAGE DENIM
SLIM FIT \$237

WALLET
RED STU- PUK DW. CHAMPS \$79

SCARF
\$79

SHOES
RED STU- BLK \$229



ORTHODOX
\$559
BLACK PEACOCK

SWEATER..... \$198
ORTHODOX- GREYSHAWL

JEANS..... \$237
EDWIN SEN VINTAGE DENIM

DUFFLE BAG..... \$248
ORGANIC ALCATRAZ

DUCKBILL CAP..... \$59
GOORIN BROTHERS

SHOES..... \$159
ROMAN BY RED STU- ALMAZA



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\$559
BLACK PEACOCK

SWEATER..... \$198
ORTHODOX- GREYSHAWL

JEANS..... \$237
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