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Blue Bell website: **Discover the SS10 collection and take control of Tony Ward**

www.bluebelljeans.com

Undress Tony Ward.

That's the exciting prospect on Blue Bell's Spring/Summer 2010 website. Thanks to ingenious interactive technology, visitors to bluebelljeans.com will be able to control legendary model Tony Ward's actions – and even tear the shirt right off his body!

The Blue Bell website, which launches SS10 in February, uses digital film and cinematic special effects to achieve an incomparable level of user interface. By giving visitors the opportunity to manipulate Ward, the website becomes more than a collection presentation; bluebelljeans.com is somewhere to revisit and something to talk about.

The site showcases the SS10 collection of Blue Bell by Wrangler. Premium denims, washed extreme or rinsed clean, are worn contrasted. Fitted chinos are paired with a destroyed denim jacket over a fresh check shirt. Clean blue jeans combine with a washed-out denim shirt and Harrington jacket. Influences are vintage denims, classic 1950s styling and Western Americana. Quality is paramount, design pure. In fits, fabrics, washes and color – in its whole outlook – Blue Bell is an evolutionary step in denim style.

Adam Kakembo, marketing director, Wrangler EMEA, said: "The Blue Bell brand pushes the boundaries of jeanswear, and its website pushes the boundaries of what is possible online."

Credits

Production Company: Kokokaka

Directors: Petrovsky & Ramone

DoP: Axel Lindahl

Model: Tony Ward

Editors note:

History:

Wrangler's denim history goes back to 1904 when the Hudson Overall Company is founded in Greensboro, North Carolina, USA. In 1919, the company is named Blue Bell and in 1947, with the start of a range of jeans for cowboys, it receives a new name: Wrangler, the name of a working cowboy.

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