

True Religion's Hi-Tech Denim Den Arrives at Santa Monica Place

Date: **2015-08-26 12:07**

Published by: **True Religion Brand Jeans Germany GmbH**

True Religion is experiencing a reformation. In addition to naming NBA star Russell Westbrook as its campaign creative director, the LA-based denim brand is rolling out its hi-tech retail concept, which just hit its Santa Monica Place outpost. Similar to its upgraded Beverly Center boutique, the 1,939-square-foot shop is tricked out with front-of-shop LED screens that play a never-ending stream of videos, the space offers "endless aisle experiences" by offering more products on its interactive digital kiosks. There's also a revamped denim gallery to showcase TR's full line of fits and finishes; on the racks, expect to find limited-edition styles and exclusive collabs, including its Joans Smalls-designed jeanswear collection. True Religion at Santa Monica Place is open Monday through Saturday from 10am to 9pm and Sunday from 11am to 8pm.

Media

□□□□

True Religion Brand Jeans Germany GmbH
Weizenmühlenstr. 21
Plange Mühle 6
40221 Düsseldorf
Germany (DE)
Phone +49 211 171499106
E-Mail n.hubert@truereligion.com

Further information about True Religion Brand Jeans Germany GmbH: www.truereligion.com