

UBI
IND

For Immediate Release

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Creating a Denim Moment in the Kitchen Ubi Simpson Steps Into A New Range

December 21, 2015—(Ubiquitous Industries HQ, San Francisco)--When Ubi Simpson is designing with denim, as he's done for almost two decades, he's developing something innovative and functional, and finishing it well--pieces that will wear with remarkable grace, even in the kitchen.

When assigned early-morning kitchen duties with his two-year-old daughter, Ubi discovered that his family's cooking accompaniments needed an upgrade. He wanted to feel as confident creating breakfast as he did in those jeans he started designing 20 years ago. He wanted to perform his culinary magic in something sturdier than a lace-trimmed apron. He wanted products that looked more beautiful with time, gloves that fit with a softness and function never felt before, and even something that could be easily cleaned. He also realized that cooking isn't always a dainty job, and he needed a fabric that was up to the task. Ubi looked no further than the denim he had been using as his main creative staple. He knew he could create the perfect products from his signature materials.

So began the Mi Cucina Collection, meaning "My Kitchen," in Italian.

Recently named as one of Forbes.com Top Gifts for Husbands and Wives, the Mi Cucina Collection will also be appearing at the new Four Seasons Hotels in Mexico on the waitstaff and in boutiques.

These made in the U.S. A. distinctive creations go beyond basics. A selvedge denim and leather apron turns any kitchen detail into an extraordinary event. Oven mitts and pot holders with a touch of quilting make the kitchen slightly more glamorous. Finishing on the table-- --napkins made from White Oak

Cone Denim (and available in two finishes) --to round out the maiden collection.

"I've made jeans to fit every man and woman for years, but these are modernized essentials, born out of creative necessity, adding gentle touches of muscular polish to the kitchen canvas," says Ubi.

An expert in the denim business since 1999, Ubi's talent only is solidified by his tenure within the fashion world. From helping Tommy Hilfiger create his denim business to inspiring Reed Krakoff at Coach, Ubi has a deep resume and is considered the denim master of the fashion industry. Now he brings his craft to the kitchen where he can help with style, function and maybe even bring a little hope for the food.

Inspired by his global experience in all facets of the industry and his personal affinity for classic Americana, vintage, and global design trends, Ubi now helms UBi-MD. Ubi applies innovative manufacturing processes and a range of styles and cuts to create visually distinctive and commercially appealing apparel for men, women and now, your kitchen.

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