

Custom Denim Jean Company in NYC, 3x1 Wins Blue Ribbon Award

Written by Australian Business

NEW YORK, NY, September 13, 2013 **/24-7PressRelease/** -- Some say that New York is the fashion capital of the world. While some may disagree with this statement, there is no doubt that America loves to wear custom denim jeans. In New York City, 3x1 is one of the leading suppliers of [custom denim jeans](#)

. In fact, 3x1, located in the heart of NYC right in Soho, was just given the [Best Denim Award](#)

at a local Project NYC event. Project NYC was hosted in cooperation with The Blogger Project, an event created by Marcus Troy, a local who wanted to bring the best bloggers and leading business owners together in one event.

3x1 announced their big win in July of 2013 on their blog. Best brands were awarded based on the response from readers after the bloggers created raw content for the brands represented at the Project NYC event. Founded by Scott Morrison, 3x1 provides shoppers with completely custom denim jeans, made to the customer's fancy. By using premium denim and custom designs, 3x1 has gained an edge in the denim market like no other fashion company to date.

In fact, when 3x1 customers walk in the high-end clothing boutique, they will be amazed to see a custom factory at work right inside the Soho retail space for all customers to see. Scott Morrison, owner of 3x1, designed his store to give shoppers an up close look at how the company manufactures their jeans. With a business model like this, it is no wonder why 3x1 is at the top of the premium denim market. 3x1 has quickly made waves in the New York City fashion space with brand appearances in Vogue, Esquire and the New York Post.

Scott Morrison has been learning about building the perfect pair of jeans since 1999. He has helped companies around the world make their brands better, and he now owns 3x1, where he out ranks them all and makes the best pair of jeans around. For more information please visit <http://3x1.us>