

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

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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

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