

Amazing Denim Choices

We all have at least one pair of denim jeans and they comprise 50% of a modern person's wardrobe. But what about this humble garment gave it undeniable success? Not that long ago, only poor working class folks wore denim. Practicality was the rule in the first part of the 20th Century. However that began to change. By the 50s, jeans voiced rebellion, like James Dean in the movies. In the 60s came the real fashion revolution, as denim and the hippie-casual culture invaded every city and suburb alike. Who didn't wear something made of denim in the 70s? From then on "designer" jeans starred in the day-to-day lives of people all over the world. It is the ultimate "rags to riches" story.

The average shopper can be easily overwhelmed by the nuances in styles, colors and fabrications this wardrobe staple has to offer. But fear not—there are really only two things you really need to know: leg style options and rise options. Leg style describes the fit from the hips down. Rise is where the waistband hits your torso.

Leg Style Options

Skinny leg—Snug everywhere to the ankle. This style is really only for the genetically blessed or the very confident. Keep the rise regular to low for the rocker look. But, you can balance larger thighs by pairing chunkier more substantial shoes with this silhouette.

Straight leg—The same width at the hip, knee and ankle. A style that is perfect on all body types. Go for stretch denim if you have a small waist with larger hips. The fit will be better and the style will slim and elongate legs.

Boot cut leg—A very slight flare that goes over boots. This is a shape that can really help to balance broader thighs. Go for a longer length so you can wear heels.



Trouser leg—This cut is fuller from the hip down and has a wider hem like a dress slack. This style looks good with the new higher rise in jeans. Good for skinnier to average body types. Great look with heels or platforms.



Rise Style Options

High rise—This sits above the natural waist and covers the belly button. This is the new look of the season when paired with the trouser or boot cut leg. Good for long torsos and adding waist definition.

Regular rise—Sits just below navel at the natural waistline. This rise is great with all the leg style options. Works magic with most body types. Great for post pregnancy tummy when done in a Lycra blend denim.



Low rise—Waistband sits 2-3 inches below navel. This style is great for short-waisted gals who want to elongate the torso. Paired with the straight leg or boot cut this is perfect for creating a taller, more proportionate shape. If you have a small backside go for pocket embellishment or flaps to create the illusion of fullness.

More Denim Tips

If you're on the larger side, look for darker washes with little to no extras on back pockets. Stick to boot cut or straight leg to balance bigger thighs. Wear flares that completely cover shoes, for the ultimate in leg lengthening! Stay away from heavy fabrics like cotton. By going with stretch denim you will get a better fit in the waist and a slimmer outline of the hip area.



Remember the rules Goodwill denim buyers!
Just say no to:

- Huge bell bottoms
- Ultra low, low rise
- Ultra high, high rise
- Baggy
- Saggy
- or other faddish jeans

Use a fresh eye and shrewd judgment when buying denim wear this season and you'll make the most of this cool fashion classic!