

# THE DENIM GUIDE

# *Find Your Best Jeans*

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# TYPES OF JEANS

00

## Styles

The cut of your jeans refers to how they are shaped: specifically, the style of the legs. Learn a little bit about these denim descriptions before you head out to shop.

01

## Skinny

Slim thigh, tapered at the ankle. This jean is tight throughout the body of the jean, from the top all the way to the ankle.

02

## Straight

Same width at thigh, knee and leg opening. These jeans have a uniform fit from the top of the pant leg, at your thigh, to the very bottom of your leg. The bottom does not flare out.

03

## Bootcut

Slightly flared to fit over boots. Bootcut jeans are slim in the thigh area and begin to angle out just below the knee and then moderately flare out at the bottom hem.

04

## Boyfriend

Loose, comfortable, straight, boxy. This cut refers to the style that looks like you borrowed your man's jeans. It has a straight shape that's thin through the hip, yet comfortably sits below the waist.

05

## Wide-leg

Designed to fit loosely in the legs. Wide-leg jeans differ from bell-bottoms in that the entire length of the leg is large in circumference whereas flare or bell-bottom jeans become wider below the knee.



**Skinny**



**Straight**



**Bootcut**



**Boyfriend**



**Wide Leg**



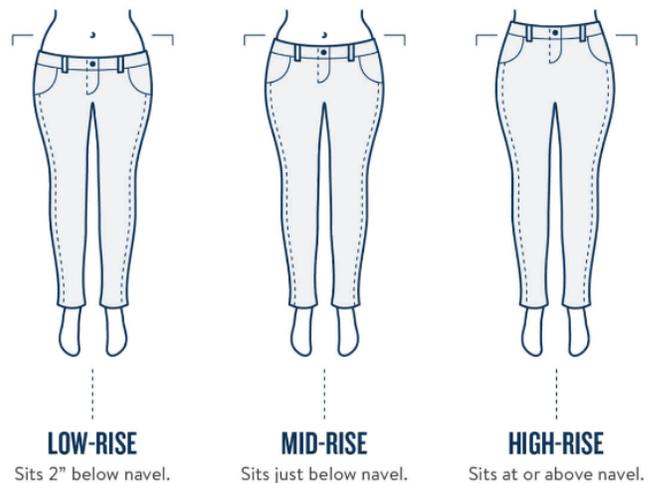
# THE RISE

There's some important information I want to share about a specific detail of your ideal jeans. You'll need to know this in order to get the best fit for you! The “rise” relates to the length of the material between the seam at the bottom of the crotch and the top of the waistband. The best way to find the rise that works for you is to **measure** your *favorite* pair of jeans.

- Pull a few of your jeans or pants from your closet - the ones that sit exactly where you want them to on your waistline!
- Not too tight/not too loose
- Measure the distance between the bottom of the crotch and the top of the waistband on the front of your jeans. Find the average number.

When you're shopping for jeans, you'll want to look for specific information about the rise in the DETAILS section on most websites. Shopping in person? Be sure to carry a measuring tape in your purse so you can measure them in the store!

My pro tip: Some designers might include the words “low rise, mid rise or high rise” in the name of a *style* of jeans. Don't count on their “mid rise” to be YOUR mid rise! Know *your* number and you'll be ahead of the game when it comes to shopping!

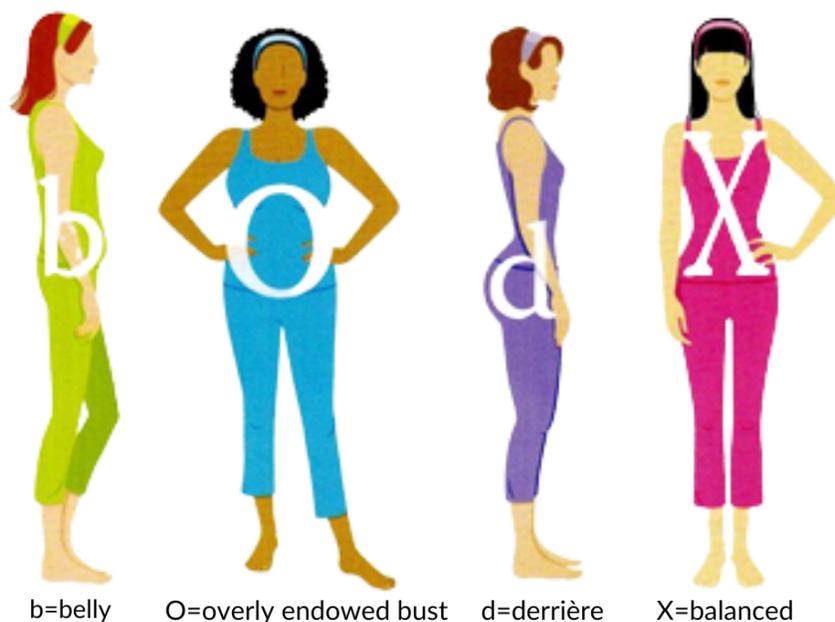


I've done a LOT of research on jeans. I've talked with experts and read as many style books as I could find on this topic, which was actually overwhelming. I certainly don't want to do that to you! So, I'm breaking it all down for you, step by step.

Not only are you going to learn how to choose stylish, modern jeans, I'm going to teach you how to find jeans that fit your unique body shape.

Understanding your body shape can help you to dress it better. *Every woman has flaws she might want to hide.*

I want to help you bring out your assets and hide your challenge areas!



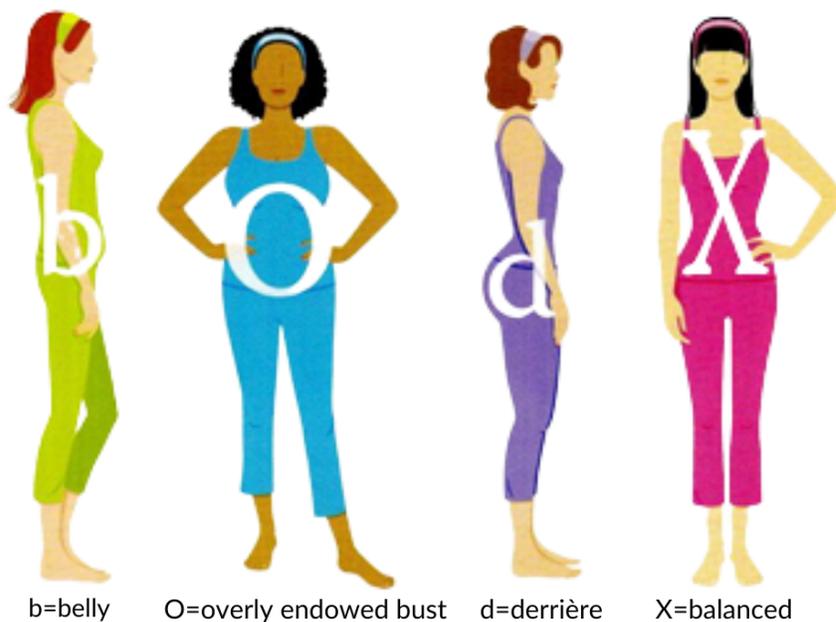
The ultimate goal is to make your body appear balanced. Inside this guide, I'll offer tips to help you attain that visual.

You might have a combination of two body shape. Either way, this guide will provide you with a variety of tips for dressing *your* body.

This is how you know YOUR body shape...

When a woman gains weight,  
she tends to gain in one of these areas:

**BELLY**  
**BUST**  
**BEHIND**



The area in which you gain weight determines your  
body type assignment:

**Belly(b)**

**Overly Endowed Bust(O)**

**Derriere(d)**

**X-balanced(X)**

# YOUR BODY SHAPE:

**b**



If you are a "b", then your challenge area is your belly. You may wish that you had a little more junk in your trunk, but hey, it's not the end of the world. There are many women out there who would trade their shape for yours!

# TIPS FOR CREATING BALANCE



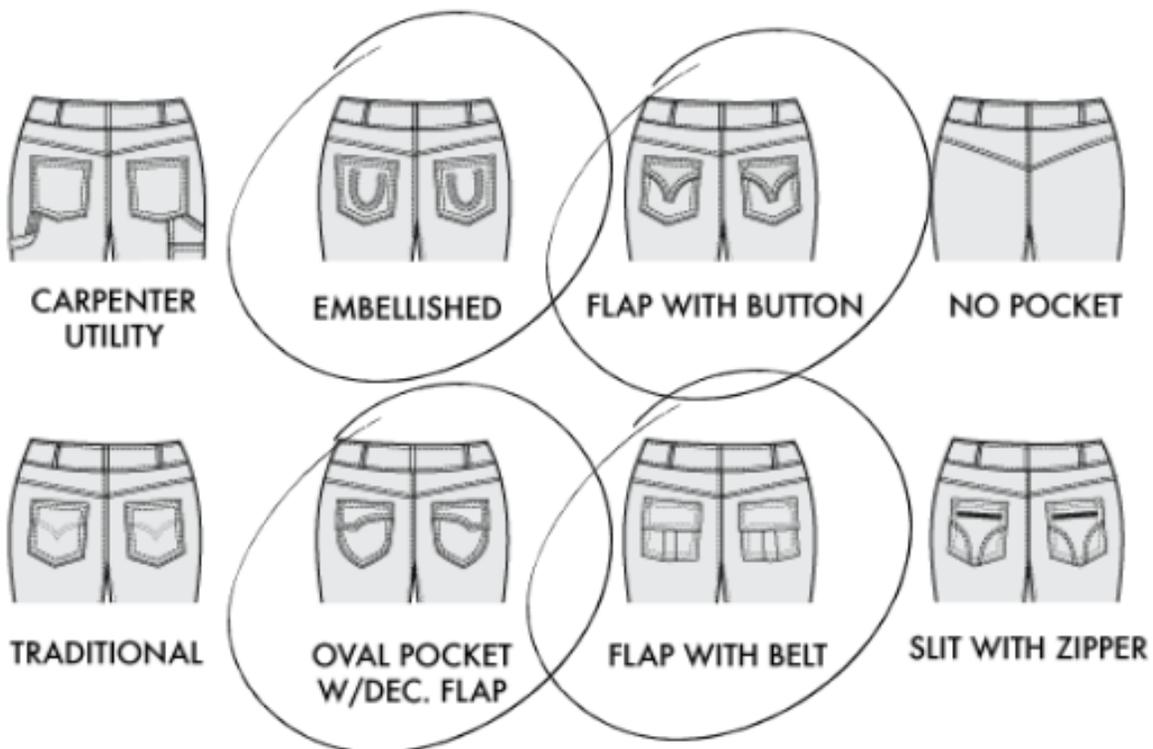
## Let's cover your fluff

The most important thing to understand when shopping for your body is to cover your fluff. Low-rise will not work for you. Find jeans that cover your midsection so your muffin top is not falling over the edges of the waistband. I'm sure you'll agree when I say it's not a pretty sight, nor is it comfortable. Look for jeans that have pockets or decorations on the backside. Those with flaps and buttons are even better as this will make your bottom appear less flat. Mid-rise is best for you. Try brands with a little bit of Lycra as this helps hold down some tummy movement - you know, the stuff that jiggles. Straight legs, relaxed fit, and bootcut styles are good types to look for.

# TIPS FOR CREATING BALANCE

## Pockets for a "b"

- Flap pockets with buttons
- Pockets that are not too far apart
- Pockets with decorations in a vertical or curvy design
- Bottoms of pockets must hit right where your bottom starts to curve under





# SHOPPING GUIDE FOR A "b"

**01**

## **Free Assembly Cuffed High Rise**

Straight leg, 12" rise  
28" regular, 31" tall inseam  
Wal-Mart, \$34

**02**

## **Chico's Boot-Cut Jeggings**

Bootcut  
31" inseam  
Chico's, \$65

**03**

## **Judy Blue Flare**

Flare, 10.5" rise  
32" inseam  
Multiple retailers (including boutiques), \$82

**04**

## **NYDJ Marilyn**

Straight, 9.75" rise  
32" inseam  
Multiple retailers, \$99

**05**

## **Lysse Denim Trouser**

Trouser, 11" rise  
33" inseam  
Multiple retailers, \$108

# YOUR BODY SHAPE: O



O=overly endowed bust

If you are an "o", then your challenge area is your bustline. You may wish you weren't so "upwardly blessed" some days but it could always be worse. In fact, the push-up bra is sold by the millions each year to women who wish they had what you have!

# TIPS FOR CREATING BALANCE

Minimize your  
lower and upper  
midsection



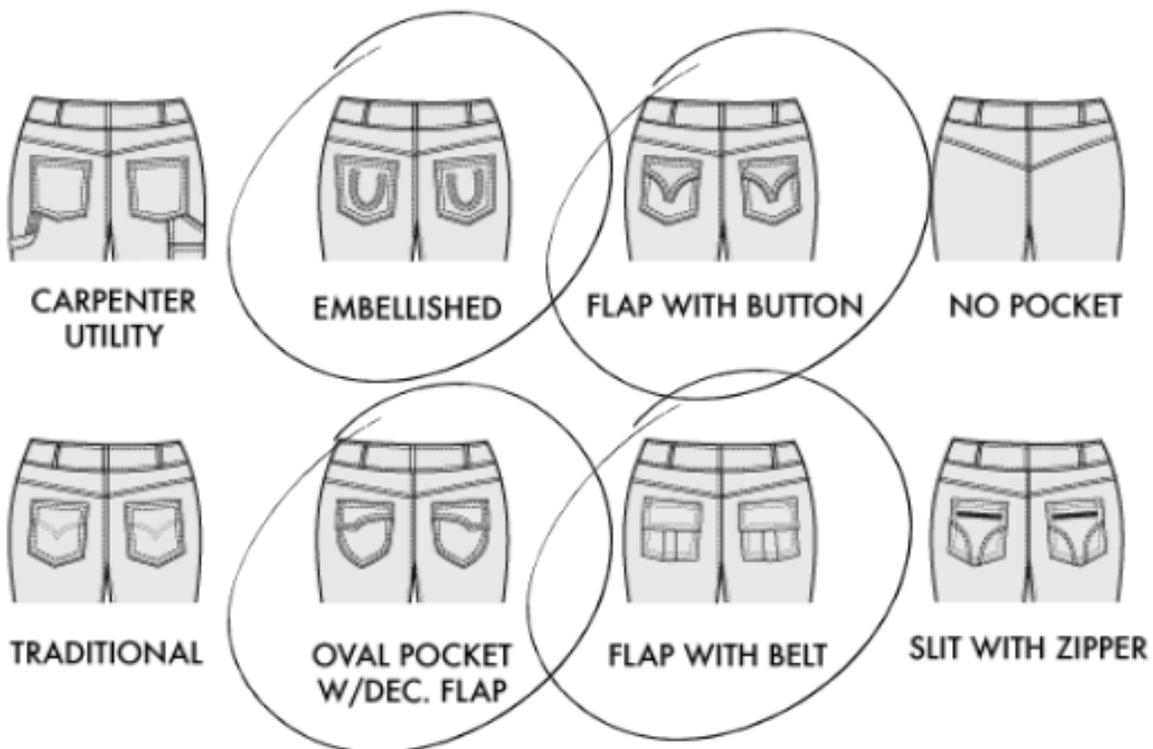
O=overly endowed bust

As an "O" body type, look for jeans that will minimize your lower and upper midsection. Because of your fuller upper body, balance is key for you. Finding jeans that form a straight line is important in achieving that balance. No skinny or wide-leg jeans for you! Stay in between these two styles and stick with a relaxed fit and bootcut. Mid-rise should be your rise of choice. Stay away from high-rise as the waist will hit too high on your "O" body shape. Jeans that have at least 4% Lycra will help flatten your midsection. Consider wearing a tummy shaper or camisole shaper when wearing most of your clothes; this will help you to achieve a slimmer line.

# TIPS FOR CREATING BALANCE

## Pockets for an "O"

- Flap pockets with buttons
- Pockets that are not too far apart
- Pockets with decorations in a vertical or curvy design
- Bottoms of pockets must hit right where your bottom starts to curve under





# SHOPPING GUIDE FOR AN "O"

**01**

## **Free Assembly Cuffed High Rise**

Straight leg, 12" rise  
28" regular, 31" tall inseam  
Wal-Mart, \$34

**02**

## **Charter Club Lexington Tummy Control**

Straight leg, 10.5" rise  
29" short, 31" regular, 33" tall inseam  
Macy's, \$40

**03**

## **JAG Paley Bootcut**

Bootcut, 9.75" rise  
33" inseam  
Multiple retailers, \$69

**04**

## **Express High Waisted Straight Ankle**

Straight  
24" short, 27" regular, 29" long  
Express, \$88

**05**

## **NYDJ Barbara**

Bootcut, 9.75" rise  
33"  
Multiple retailers, \$99

# YOUR BODY SHAPE: d



d=derrière

If you are a "d", then your challenge areas are your hips and thighs. It might be hard to find pieces that fit both your legs and your waist but there are lots of women who would love to have a little junk in their trunk!

# TIPS FOR CREATING BALANCE

Find a pair of jeans  
that fit your hips,  
thighs and waist



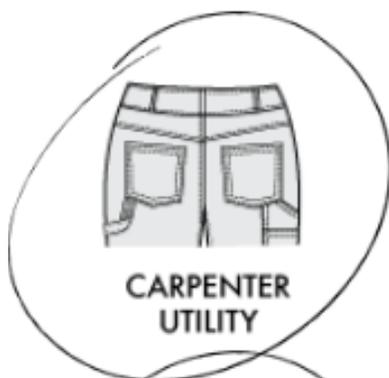
: d=derrière

Stay away from jeans that hug your hips and thighs, as this will bring attention to the area you are trying to minimize. Look for jeans that have a relaxed fit so they don't cling to your bottom half, but will instead balance this part of your body. Stay away from decorative pockets and pockets with flaps; these will make your rear look bigger. The plainer the pocket, the better. If your pocket does have a decoration, make sure it isn't a horizontal line or embellishment, but one that is more curvy or vertical in shape. Low-rise works wonders for you because you don't have to worry about it fitting your waist. High-rise shows off your small waist. Jeans with a slight flare at the bottom will balance your body nicely. A pro styling tip: Wear shoulder pads in your tops to help create a more balanced figure.

# TIPS FOR CREATING BALANCE

## Pockets for a "d"

- Large pockets will make your booty look smaller
- No flaps or buttons
- Small designs on mid-sized pockets
- Choose pockets that are proportionally sized and spaced on your bottom; simple designs on pockets are best



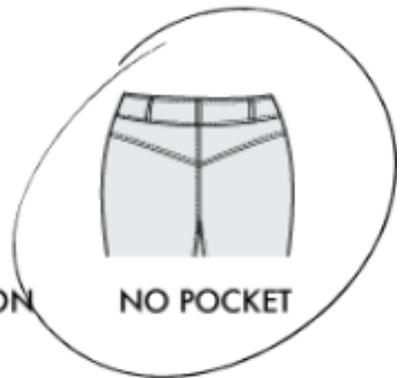
CARPENTER UTILITY



EMBELLISHED



FLAP WITH BUTTON



NO POCKET



TRADITIONAL



OVAL POCKET W/DEC. FLAP



FLAP WITH BELT



SLIT WITH ZIPPER



# SHOPPING GUIDE FOR A "d"

**01**

## **Cato High Rise Bootcut**

Bootcut  
32.75" inseam  
Cato Fashions, \$28

**02**

## **Body Bleu Chelsea High Rise Stretch**

Straight, 10.5" front rise, 15.75" back rise  
28" short, 32" regular inseam  
Multiple Retailers, \$59

**03**

## **Democracy Blue Denim "Ab"solution**

Itty Bitty Boot Jeans  
Bootcut, 9" rise  
32" inseam  
Multiple retailers (inc. boutiques), \$66

**04**

## **Judy Blue Relaxed Bootcut**

Relaxed Bootcut, 10.5" rise  
32.5" inseam  
Multiple retailers (including boutiques), \$80

**05**

## **NYDJ Teresa Wide Leg**

Wide Leg, 9.75" rise  
33" inseam  
Multiple retailers, \$119

# YOUR BODY SHAPE: X



X=balanced

If you are an "X", then you are considered to have the perfect body shape. If you gain weight, you probably tend to gain it over your body equally. You're the girl who can wear loose & flowy tops over skinny bottoms like leggings!

# TIPS FOR CREATING BALANCE

Buy jeans that  
flatter your  
balanced body.



X=balanced

You have a balanced body. But, since you may gain a little extra in the tummy every now and then, keep in mind you might want to wear a shaper to camouflage this area. Flare legs look great on most body types, but then again, you can get away with wearing most any leg style, from skinny to wide leg. All rises work for you, so you might want to try on a few of each to see what works best. To make life easier, stick with the choices listed in your shopping guide.

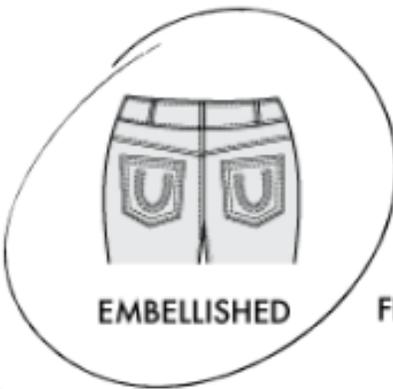
# TIPS FOR CREATING BALANCE

## Pockets for a "X"

- Pockets should be proportionate to your shape and size
- Mid-sized designs on mid-size pockets work well
- Keep in mind the line of the design on the pocket and where it leads your eye...in, out, up or down. If your bottom tends to be a little wider, keep the design traveling inward, not outward. Vertical designs work nicely.
- Bottoms of pockets should hit right where your bottom starts to curve under



CARPENTER  
UTILITY



EMBELLISHED



FLAP WITH BUTTON



NO POCKET



TRADITIONAL



OVAL POCKET  
W/DEC. FLAP



FLAP WITH BELT



SLIT WITH ZIPPER



# SHOPPING GUIDE FOR AN "X"

01

## Old Navy Mid-Rise Kicker

Bootcut, 8"-8.5" rise  
30" petite, 32" regular, 36" tall  
Old Navy, \$40

02

## Levi 726 Highrise Bootcut

Bootcut, 10" rise  
31" inseam  
Multiple retailers, \$69

03

## JAG Stella High Rise Straight

Straight, 11.25" rise  
30" inseam  
Multiple retailers (including boutiques), \$78

04

## Judy Blue Slim Bootcut

Slim Bootcut, 10.5" rise  
32.5" inseam  
Multiple retailers (including boutiques), \$80

05

## Kut from the Kloth Ana

Flare, 11" rise  
33" inseam  
Multiple retailers (including boutiques), \$98



Empowering you to understand your body shape and dress it to look spectacular is just part of what we do at Style by Color

If you've never discovered the **colors that look best on you**, you'll want to take this FREE quiz!

TAKE THE QUIZ!



**Shari Braendel**

*CEO & Founder, Style by Color*

Author, style editor, speaker, educator, and professional image consultant, Shari's now turned her passion for fashion into an easy-to-follow system that anyone can use to unlock their style potential and start enjoying how they look and feel, like never before.