



Definitive Denim Guide *For Women*



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Skinny Jeans

They go with virtually any top or shoe you have in your closet. No matter your body type, if you find the right fit, you too can pull off a pair of skinny jeans.



Flared/Bootcut Jeans

Not all bootcut jeans are cut the same. Flares vary in opening width. Try them on with heels and flats to find the fit that works for you.



Wide-Leg Jeans

Wide-leg jeans are trending this year. If you're hesitant, try a cropped wide leg. A less voluminous leg might be the thing that gets you hooked!



Straight-Leg Jeans

The most essential pair of jeans to own, they are a true classic. They are the backbone of every woman's denim collection.



Boy/Girlfriend Jeans

Boyfriend and Girlfriend fits are here to stay. Super comfortable and easy to roll the cuff and dress up with heels, or dress them down with casual shoes.



Colored Denim

You should have at least a pair of black and white jeans. Colored denim is an easy way to spice up your wardrobe. Make sure you know what you'll pair them with.



Tips and tricks

Fit & Feel

When you're trying on jeans, focus on how they fit on your waist. Also, focus on the length of the jeans. Try on many styles to find your favorite fit.

Wash

The "wash" of a jean refers to the extent to which a pair of denim has undergone a washing and treatment process prior to sale.

Know Your Wardrobe

A good rule of thumb is this: have at least two tops and two pairs of shoes that the jeans you're eyeing actually go with.

Proportionality/Use

a) know what denim you love, b) know what denim you actually wear in practice, and c) base the proportionality of your denim on (a) and (b). $a + b = c$.