

JEANS CONSUMER CLASS
11-7-11

DYES AND WASHES


- Stonewashed
- Sandblasted
- Whiskered



Stonewashed Jeans



Sandblasted Jeans



Whiskered Jeans

LEGS OF JEANS

- Boot Cut
- Wide Leg
- Straight Leg
- Skinny
- Boy Cut



Boot Cut Jeans



Wide Leg Jeans



Straight Leg Jeans



Skinny Jeans



Boy Cut Jeans

WASHES OF JEANS

- Stonewashed Jeans
- Dark Jeans
- Distressed Jeans



Distressed Jeans Dark Jeans Stonewashed Jeans

WHAT DO CONSUMERS LOOK FOR?

- Seams
- Waistband
- Reinforcements
- Zipper



Good Seams Bad Seams
Good Waistband
Bad Reinforcements Good Reinforcements
Good Metal Zippers
Bad Plastic Zippers

SLIM BODY

- Straight to knee
- Low rise front and high back
- Slight flare at leg



Four pairs of jeans and a woman wearing jeans, illustrating the slim body fit.

CURVY BODY

- Straight from hips to knee
- More generous flare at leg
- Wide boot cut



ATHLETIC BODY

- Low rise
- Contoured waistband
- Legs taper out to boot cut- no retro look
- Cigarette style jean



Contour waistband: Most jeans have a straight waistband. But the SkinnyGuy's is curved. "It hugs the hips and prevents the jeans from over-stretching."



FULL FIGURED BODY

- Traditional
- Spandex stretch woven
- Boot cut
- Darker shades