

# A Girl's Guide to *Jeans*

Here's everything you need to know  
about blue jeans—and why they're the  
greatest piece of clothing ever invented!

PHOTOS: ALISON GOOTEE/STUDIO D; SOFT GOODS STYLING: JULIE FINN

**I used to wear** black slacks to church—my “Sunday pants,” as I liked to call them. Then one day it dawned on me: God doesn’t care what I wear as long as I show up! I’ve been wearing jeans to church ever since. And I’ve been wearing them Monday through Saturday for as long as I can remember. You might think that this would make me some kind of jeans expert. Hardly! I tried for

years to find the right ones, but it seemed like every time I put on a new pair, some part would be too short or too long or would pop out where it had no business popping out. I finally got so frustrated, I launched my own line of Pioneer Woman jeans—mid-rise skinny stretch—that I sell at The Merc. And I’ll never stop looking for other perfect pairs. Here’s a guide so you can do the same!

## Big Moments in Denim

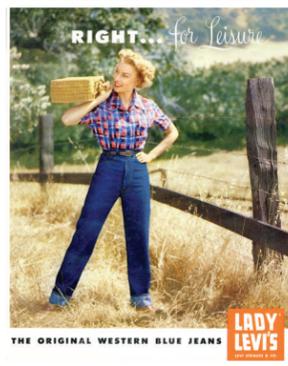
**1873**

Blue jeans are born! California fabric supplier Levi Strauss and tailor Jacob Davis receive a patent for denim work pants reinforced with rivets. The design is originally called the XX but is later renamed the 501 (based on the style number the company assigned to the original pair).



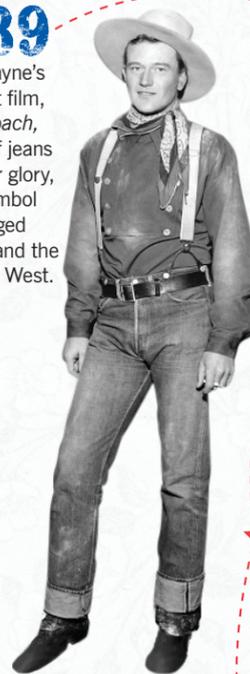
**1934**

Lady Levi's, the first jeans for women, debut. The jeans are designed for women living on ranches and farms in the West. (Um...what took so long?!)



**1939**

John Wayne's breakout film, *Stagecoach*, shows off jeans in all their glory, as a symbol of rugged cowboys and the American West.



**1941**

US soldiers serving overseas in World War II are photographed wearing jeans when they're off duty, popularizing denim as casual wear.

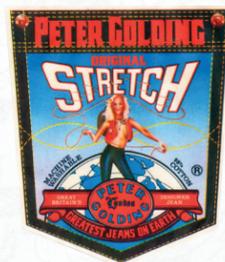
**1951**

When crooner Bing Crosby is turned away from a Canadian hotel for wearing head-to-toe denim, Levi's sends him a custom denim tuxedo jacket to match his jeans. The look becomes known as a Canadian tuxedo.



**1978**

Stretch jeans are created by fashion designer Peter Golding. He markets the new style in his trendy London clothing shop and it's an instant success; he soon begins exporting to US retailers.



**1977**

Gloria Vanderbilt launches the first line of designer jeans and sells 6 million pairs in three years. Wow!



**1988**

Anna Wintour makes waves in the fashion industry when she puts a model wearing stonewashed Guess jeans on her first cover as the editor of *Vogue*.



**2016**

Khloé Kardashian's Good American jeans line hits \$1 million in sales on the first day of release. It's thought to be the biggest denim launch in apparel history. Jeans rule!

**FOREVER**

Ree wears jeans every day for the rest of her life.

## Know Your Styles



Ree says: "This is my favorite style—as long as my shirt covers my bottom!"

**Skinny**

Skinny jeans have a slim, tapered fit through the leg, ending in a very narrow opening at the ankle. The hem should hit right at your anklebone. Verdugo Jeans, \$189; paige.com



**Straight**

This classic style has a narrow leg with a consistent width from hip to ankle. Straight jeans tend to work with every body type. Washwell Mid Rise Real Straight Jeans, \$70; gap.com



**Flare**

Also known as bell-bottoms, flares are fitted through the thigh and flare out from knee to hem. The hem should just graze the floor. Wrangler Flared Finesse Jeans, \$90; modcloth.com



**Bootcut**

Bootcut styles fit snugly through the thigh and widen slightly from knee to hem but are not as wide as flares. Mid Rise Medium Wash Stretch Bootcut Jeans, \$80; express.com



**Wide Leg**

Similar in fit to trousers, wide-leg jeans are tailored in the hip with a wide opening that falls straight down from the thigh. Rollas Sailor Flare Medium Wash High-Waisted Jeans, \$99; lulus.com



**Boyfriend**

Boyfriend jeans have a slouchy, relaxed fit and can either be loose through the leg or tapered for a more tailored look. Modern Series Curvy Fit Ruby Boyfriend Jeans, \$58; lee.com

## Know Your Washes



**Stonewash**

Stonewashed denim is washed with pumice stones to give jeans a worn-in look and feel, like you've owned them for years.



**Bleached**

Bleach is used during the finishing process to lighten the color to almost white.



**Raw**

Raw, or “dry,” denim hasn't been washed or treated, so you get stiffer jeans that mold to your body over time.



**Coated**

Coated denim is treated with pigment, acrylic or polyurethane for a shiny waxlike finish.



**Dirty Tint**

This denim is tinted or overdyed, often a yellowish color, to give the jeans a vintage or distressed appearance.



**Acid Wash**

The denim is washed with bleach-soaked stones, lending it a marbled look. Long live the '80s!

501 JEANS, LADY LEVI'S AD AND TUXEDO JACKET: LEVI STRAUSS & CO. ARCHIVES. WAYNE AND VANDERBILT: GETTY IMAGES. STRETCH JEANS: PETER GOLDING.

# Buy It *or*

# DIY It!

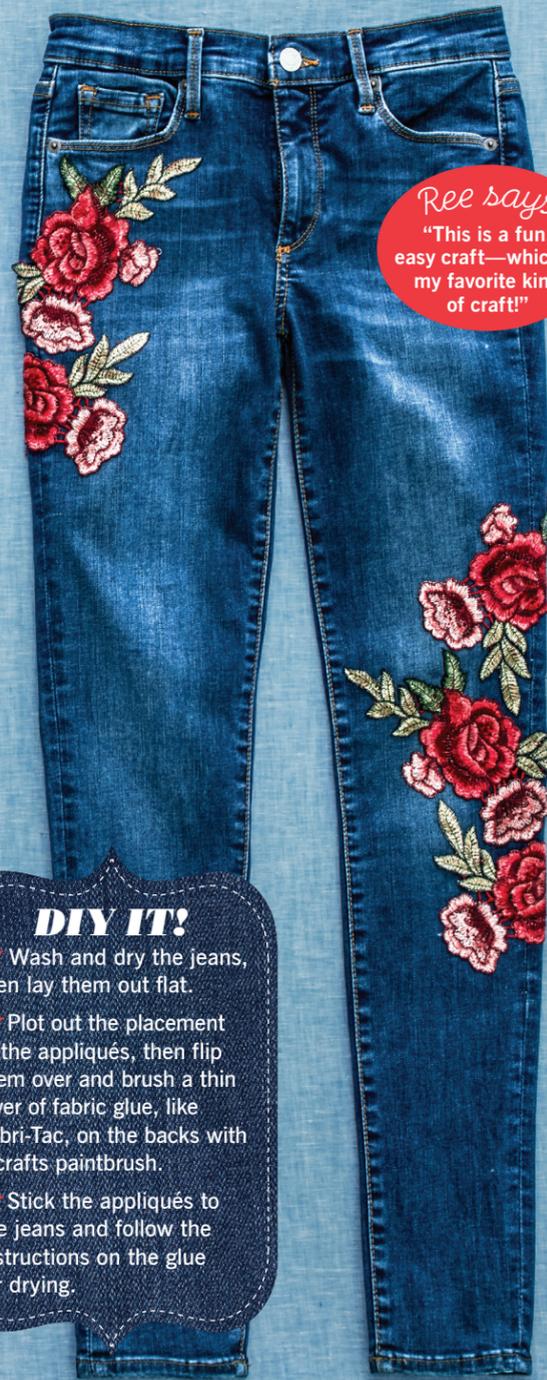
Update your denim collection with one of these looks: You can buy a new pair, or just alter an existing one!

## Floral

## Distressed



**BUY IT!**  
Gloria Vanderbilt  
Jessa Curvy Skinny  
Rose Bouquet Jeans,  
\$54; kohls.com



*Ree says:*  
"This is a fun,  
easy craft—which is  
my favorite kind  
of craft!"

**DIY IT!**

- 1 Wash and dry the jeans, then lay them out flat.
- 2 Plot out the placement of the appliques, then flip them over and brush a thin layer of fabric glue, like Fabri-Tac, on the backs with a crafts paintbrush.
- 3 Stick the appliques to the jeans and follow the instructions on the glue for drying.

CRAFT STYLING: BLAKE RAMSEY.



**BUY IT!**  
AEO Hi-Rise Jegging,  
\$70; ae.com

**DIY IT!**

- 1 Wash and dry the jeans (pick a pair without stretch—the threads in stretch jeans will snap instead of tear), then lay them out flat.
- 2 Place cardboard inside the jeans. Using 60-grit sandpaper, sand individual sections on the front of each leg horizontally and vertically until they become worn or ripped. You can also pull at some of the threads if you want a frayed look.

*You can  
get this  
look with  
sandpaper!*