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LEVI'S® Extreme
Skinny ripped black
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Embody Denim



LEVI'S® Iconic Cut Off Vest
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the future of denim

Denim. It's undoubtedly the most popular piece of fabric hanging in your wardrobe.

It's been around for generations and has often provided a good foundation to create a fashionable look. From the staple wardrobe item to the finishing piece, denim has demonstrated its undying popularity season after season. But where has this influence come from?

Womenswear Merchant for Levi's, Elysha Sullivan, believes that the appeal of denim reaches far and wide because of its versatility.

'Denim is more hard-wearing than a lot of other fabrics and the interpretation of it can vary depending on how you wear it,' said Sullivan

When trying to establish where the influences for these trends in denim derive, Sullivan believes a good place to start looking is to observe what people are wearing on the streets. "Influences also come from overseas and local designers," she said.

With warmer weather comes more casual and laidback denim styles. The slouchy, boyfriend fit will remain popular over the summer, along with ripped and repaired pieces. "There will also be a lot of coloured denim, along with acid washes and lots of light blue shades," said Sullivan. A distinct forecasted trend for denim in general in the coming season is that the styles will reflect a more sophisticated look. "Womenswear is moving towards more of a progressive feminine look," she said.

Looking ahead to the winter months, Sullivan says that denim trends will be classier than the casual styles seen in summer. "We can expect to see lots of dressy denim such as black resin and marble washes. There

will be more authentic looking designs for winter," she said. The good news is that high-waisted jeans are here to stay for another season which will allow wearers the versatility of re-using garments. According to Sullivan, the high-waisted styles in a variety of mid to dark blues will be popular along with the extreme skinny leg fits, proving useful for layering knits and boots over the top.

For those on the lookout for their next investment piece of denim, Sullivan suggests searching for a decent trucker vest. Look for a wash or style that comes in a mid blue shade. These waistcoat pieces will prove to be the biggest denim accessory or additional item to complete an outfit. Cropped denim vests and plaited waistcoats will be a good layering piece to wear over cardigans or the perfect white shirt.

Designer behind Embody Denim, Natalie Wakeling, predicts that ripped up denim and worn out styles will remain popular, including detailing such as zips and patched denim in multi colours.

She too agrees that the winter styles will reflect a more sophisticated look. "For winter we always seem to get a little more serious with our denim so we tend to focus on deep solid inks and blacks," she said.

Wakeling believes that the current trends in denim are reflected by how society feels at this point in time. "I think it's kind of funny that with the economic downturn we were all quite happy to walk around in old shabby (but sometimes expensive) denim. I guess nobody really wants to look all cashed up when people all over the world are doing it so tough," she said.

Personal stylist, Sarah Donges, from The Beauty Tutor, also agrees that the Global Financial Crisis has influenced the current styles that reflect ripped, worn and slightly destroyed denim. "People have shown through this trend that they've become resourceful with what they've got and the ripped styles show that

they've managed to change an existing pair of jeans from a previous season," she said.

But where does our fascination with denim come from? Inevitably, denim has remained a popular staple item over the years standing the test of time and ever changing from season to season. "It's just such an easy wash-and-wear item. It's an essential item in every woman's wardrobe," said Donges.

For those who are less adventurous when it comes to adopting the ripped and patchwork styles, Donges recommends starting with the basic cuts. "Go for a basic style such as a straight leg or boot leg cut. Generally a boot leg sits well on most body shapes so will always be a safe option and a good place to start," she said. For a quality investment piece, Donges suggests selecting a good pair of dark jeans without any complicated washes or detail. "Keep it simple. Find a good, firm fit and this will remain a staple item in your wardrobe for at least five years," she said. The first thing to consider when selecting a piece of denim is to think about what you need the piece for. "Generally I start out by asking whether I want a casual or dressy item. And for jeans, I would never go for more than a two per cent stretch otherwise the piece will quickly become unshapely," said Donges.

It's also important to carefully consider which styles will look good on you. "It's all about the rise in the denim. A mid-rise is often a perfect pick and can often prevent the muffin-top dilemma," advises Donges. Opt for the right leg length too that can offer versatility and take you from casual to dressed up looks. "It's important to find the right length. It is possible to find a pair of jeans that is suitable to wear with both flats and heels."

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