

Who created it? Born and raised in California, in the United States, Catherine Hart studied law at the University of Southern California, in Los Angeles. After practising law for more than a decade (she set up her own firm in Beverly Hills), in 2000, she moved to New York and decided on a career change. Hart noticed a gap in the denim market for flattering and slimming jeans so, in 2004, began developing her own line, experimenting with dyeing techniques, patterns, fabrics and cuts. In 2006, she launched Hello! SkinnyJeans, which immediately caught the attention of celebrities such as television hosts Oprah Winfrey and Rachael Ray.



Since then she has been featured in fashion magazines, including US *Glamour* and *Elle*.
Why we love it: who wouldn't love a pair of jeans that promises to make you look thinner? Made using a fabric with a high nylon/elastane content, each pair is comfortable and won't lose its shape after a few washes. The fabric is designed to give the wearer a smoother silhouette while slimming the thighs, flattening the stomach and creating a more shapely behind. Other slimming details include seams to make the legs appear longer and cleverly placed



whiskering and shading. While the styles on offer are classic, such as the bootcut and straight leg, sizes run from 24 (equivalent of a US size 0) to 38 (US size 18), with in-seams up to 37 inches. Colours range from black and indigo to white for the summer. Corduroys are also available.
What we'd pick: the couture cut in a black wash (far left; US\$188) for the evenings. For everyday, try the barely boot-cut (above; US\$178) in a day wash.
Where can you get it? Online at www.helloskinnyjeans.com. International shipping costs about US\$30. *Divia Harilela*



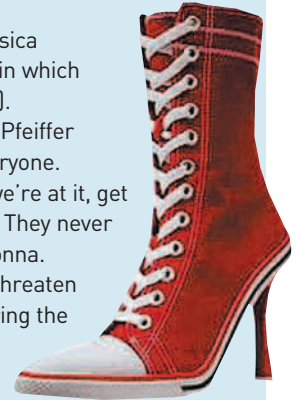
Long-sleeved mini dresses Sexy and subtler than baring it all.
Lapel-free suit jackets on men Who would have thought *Star Trek* would start such a trend?
Sweetheart necklines Old-fashioned romance at its best
Denim vests Find a short, fitted one and wear it over a floaty tunic or floral blouse. It's way cooler than a jacket.

HOT

Style meter

NOT

Stiletto trainers Unless Jessica Simpson is your style icon (in which case you are beyond saving).
Catsuits Sorry but Michelle Pfeiffer completely ruined it for everyone.
Leggings with holes While we're at it, get rid of fishnet styles as well. They never look chic, not even on Madonna.
Gauche pants They always threaten to rear their ugly heads during the summer. Please don't.
Divia Harilela



Behind the label *Hello! SkinnyJeans*