

# Genius Jeans



From model-thin to curvy figures, *JEZ* has uncovered the most figure-flattering jeans ever!

I admit it. I am a designer-jean junkie. You name the brand, I've got at least one pair. Jeans are a staple in my wardrobe. From light wash to dark, plain to embellished, I just love them all.

One day, a couple weeks ago, I stopped by Blue Genes boutique in Buckhead for a much-needed denim fix. As I was trying on my typical fave brands of denim, one of the sales associates, Annette Geriner, suggested I try on hello! SkinnyJeans. I admit to being a bit skeptical at first. I mean, I had not really heard of the brand. But I decided to trust Geriner and slip them on.

Wow! These jeans are amazing! First and foremost, they run about a size bigger than most designer jeans, which automatically makes you feel good. I mean, come on, who doesn't want to wear a size smaller? While I didn't know exactly what it was about these jeans that made them feel—and look—so darned good, I knew they were coming home with me.

OK, so you're wondering: "What exactly is the difference in fit?" Hello! SkinnyJeans truly make you look thinner. They just do. And to find out why, I called the source directly.

*Hello*, Catherine Hart, attorney-turned-denim innovator and founder of hello! SkinnyJeans.

Hello! SkinnyJeans popular **DAYWASH** style. The shading pattern creates a slimming optical illusion, leaving legs looking long and slender.

**JEZ:** What was the inspiration for hello! SkinnyJeans?

**CH:** I felt like most jeans were not that flattering or body-conscious. So I got some jeans and monkeyed around with them; with the inseams, the fabric and the shading. I wanted a look that was as clean and classic as possible.

**JEZ:** What is it about these jeans that really do make you look slimmer?

**CH:** There are a lot of things. The first is the fabric we found and use to make the jeans. Ours are made from classic denim but with a high nylon-elastane content. It helps hold you in, and the jeans never stretch out or lose their shape. Second, the thighs are “scooped” out, which really separates and slims while pushing the butt out. Third, the inseams are drawn forward on the leg, giving the illusion of less “real estate” on the front of the leg. Fourth, the non-stretch cotton pocketing is sewn from seam to seam, acting as a restraint that holds the stomach in. Also, the shading pattern creates a slimming optical illusion.

**JEZ:** OK, I have to stop you there and tell you: Wow, that really works! How?

**CH:** Well, the inside and outside seams are darkened, and the sides of the hips are darker so the hips appear narrower. The butt is faded slightly but is darker on the hip seams and at the top of the thighs to create shape and make the back of the legs look slimmer. The front of the leg is faded just a little down the middle to make the leg look longer. Minor whiskering above the natural leg break makes the leg look longer, too. The jeans come in a barely boot-cut and a straight leg, because these styles balance leg shape and make thighs look as slim as possible.

**JEZ:** I noticed that all of the styles have plain pockets, with no design or embellishments on them. Why is that?

**CH:** That was very purposeful. The size, shape

and placement of the pockets make the butt appear smaller and shapelier. And there’s no junk on the pockets—no designs to make the butt look droopy or wide—or placement of the pocket so low that it shortens the leg. And there’s no advertising for the designer.

**JEZ:** The jeans sit at a perfect place, compared to being so low that you can’t sit down without your undies showing!

**CH:** They have a medium rise with a contoured stretch waistband, so there’s no cleavage and no potbelly either.

**JEZ:** I also love that you have varying inseams and sizes, so that everyone can benefit from these amazing jeans. To what extent do you go?

**CH:** Hello! SkinnyJeans come in inseams of 32, 35 and 37 inches and in sizes 24 through 38. Petite-cut (lower-rise) sizes are 23 through 34 with inseams of 30 and 33 inches. We have different inseams for shorter and taller girls so that the knee is in proper proportion to the length of the leg. It’s more expensive to manufacture varying inseams, but it is well worth it.

**JEZ:** Where can our readers buy hello! SkinnyJeans in Atlanta?

**CH:** We are sold at boutiques and online. In Atlanta, we are available at Blue Genes in Buckhead and Hand In Pocket in Vinings. Online, we are at [skinnyjeans.com](http://skinnyjeans.com).

**Hello! SkinnyJeans** come in a variety of blue-jean shades, black and white styles, and cords. My personal faves so far are the **NITE-WASH** and the **BLACKOUT** (the two pairs I currently own). The jeans are made in Los Angeles, and the company is about to release its GreenJeans, made from 100 percent organic cotton. I’m looking forward to sporting a pair of those. Prices range from \$178 to \$188, a small price to pay for looking skinny!  
—BETH WEITZMAN



Top photo: Hello! SkinnyJeans **NITEWASH** style. The size, shape and placement of the pockets make the butt appear smaller and shapelier.

Bottom photo: Hello! SkinnyJeans **BLACKOUT** style. The jeans feature a medium rise with a contoured stretch waistband, so there’s no cleavage and no potbelly.