



# MAXIMIZING YOUR ASSETS

WHO SAYS THAT FINDING THAT PERFECT PAIR OF JEANS IS LIKE SEARCHING FOR A NEEDLE IN A HAYSTACK? NEW YORK-BASED BRAND SPECIALIST RAYMOND NADEAU GIVES US THE SKINNY ON MEN'S DENIM STYLES.

If there is anything that the spring and fall fashion collections have shown, it's that not all jeans are created equal; there is no single jean cut that overshadows any other in terms of being fashion-forward. In fact, it's a matter of genes that should dictate the jeans that are right for you. No two bodies are the same – and, for that matter, neither are our senses of style. However, with a few tips, you can make the right choice and avoid feeling blue about your blue jeans – or black, white or any other color for that matter. There is more freedom of choice than ever before.

First, size up your body and face the facts. Men come in every shape and size. And, apart from the comfort of denim – and the fact that most denim tends to flatter most men's, well, assets, with some easy evaluation you can have both comfort and style. Variations in basic jean proportions and how they look on different bodies are not difficult to understand.

There really are only three basic styles:

Relaxed: Full in the seat, thighs and knees.

Baggy: Full in the seat, wide in the thighs and knees.

Oversized: Very generous in the seat, thighs and knees.

Variations of these basic styles can come in boot-cut or straight-legged designs that have regained popularity in recent collections – meaning slender in the seat, thighs and knees. In addition, some collections have demonstrated a return to pleats – yes, pleats – which have made current jeans trends more cutting edge than the flat-front jeans seen during the last four or five seasons.

Sticking to the rules of thumb below will guarantee that your assets are noticed and will make choosing the right style much easier. Don't forget that color and denim quality are also important variables in selecting the perfect pair of jeans for you. First things first – take off your clothes and take a long, hard look in the mirror at your body, then read on.



Topman

## ARE YOU SLENDER?

Consider a **Straight Cut** style.



D&amp;G



Diesel

### Why?

Whether you're short and stocky or long and lean, these jeans say you were meant to be seen.

### Why not?

If you can't see your feet, or your manly shoulders are triple the size of your waist, you may be mistaken for an ostrich. Since these jeans sit directly on your waist – if you don't have a waist, and you plan on walking, climbing, sitting, or breathing – please consider another fit unless you are truly slender. Remember, don't ignore proportions. Bulky sweaters and flying shirt-tails combined with this fit will make you look like a big balloon on top of a teeny tiny string. Not handsome. **Prada, Gucci, Versace, Levi's** and **Paul Smith** all provide wonderful options for this body type.

## DO YOU HAVE AN AVERAGE MALE BUILD?

Consider a **Rugged Fit** – sometimes called an **American Fit**.



Etro



Guess



Boss Orange



Diesel

### Why?

Being an old school fit mixed with new school style, this classic cut let's you do it soft or do it wild. Imagine a design actually created for the male anatomy? This fit hits right below the waist and allows your assets to exist in perfect comfort.

### Why not?

If having a comfortable masculine-cut that tolerates a bit of belly is not for you, take this into consideration: this style goes from work to play with ultimate ease and comfort. And, if you top it off with a blazer and your favorite tee, you're ready to rock and roll at a moment's notice. **7 For All Mankind**, **True Religion**, **G-Star** and **Dolce & Gabbana** have great cuts in this style.

## DO YOU HAVE HEAVY THIGHS, A SHORT WAIST OR SHORT LEGS?

Consider an updated version of the classic **Carpenter** or **Utility** style.

### Why?

If you can't remember that classic 70s cut, allow me to explain: a carpenter cut features legs that taper down at the ankles and has a slightly higher than average waistline.

### Why not?

This look has not been seen in 20 years (making it new again) and is great for the man with heavy thighs as well as the man who wants to accentuate his small waist or minimize the impression of short legs. In fact, even though this style was created for utilitarian purposes, the overall inspiration of the cut dates all the way back to the 30s and 40s and was often reflected in the classic styling of Hollywood legends like Cary Grant and Clark Gable. I predict you are going to see a lot more of this silhouette not only in the next season, but in the next few years as it catches the attention of a whole new generation of guys who enjoy both its practicality and slimming effects, not to mention comfort.



Boss Orange

# IS COMFORT YOUR BIGGEST CONSIDERATION?

Consider a **Relaxed Fit.**

### Why?

A relaxed fit says as much about comfort as it does about the cut of the jean. With similar styling to a rugged fit, a relaxed fit also sits below the waist, making it perfect for the guy who wants to look good, but still wants to feel at ease, whether he's tossing a ball around with his friends or running to catch a plane. Since the relaxed cut sits below the waist, it mixes well with dress shirts and pullovers that hang out over the belt, but works equally well with a tucked-in, dressier look.

### Why not?

If you do have a small waist, or are shaped more like a runner than a weightlifter, you may end up looking like you're wearing your father's trousers. And there is, of course, the other danger. A slender man in relaxed fit jeans runs the occasional risk of being mistaken for a woman, particularly when viewed from behind. Jeans are like any other trouser – they were meant to fit. While they can't make the man, they can make the man look pretty silly unless he is careful to choose an appropriate style. **Diesel, Acne, Citizens of Humanity, Guess, DKNY Jeans** and **Evisu** are all big on both comfort and style.



Etro



Armani Jeans



Energie



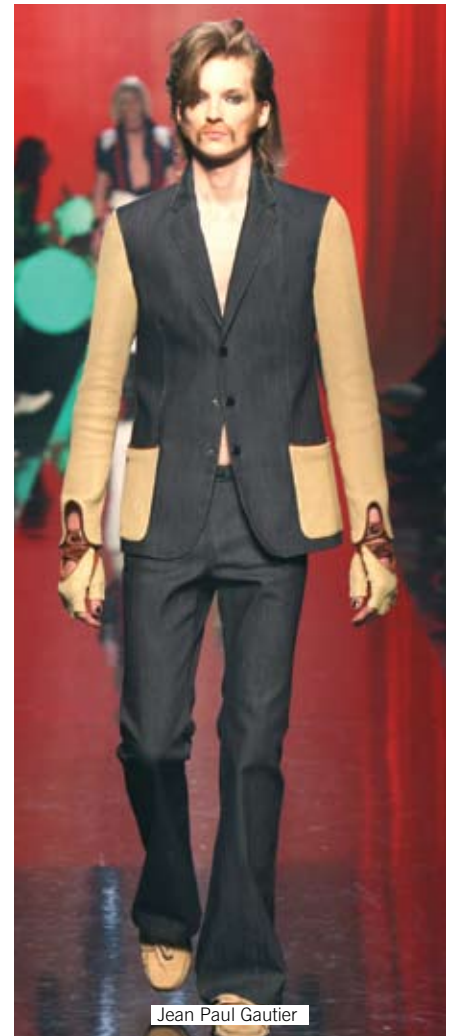
Guess



Guess Jeans



Armani Jeans



Jean Paul Gautier

## DO YOU YEARN FOR A RETRO-STYLE WITH A SLIGHTLY FLARED LEG?

Consider a **Boot Cut** style.

### Why?

Whether your shirt's tucked in or left to hang out, this cut allows you to come off as casually hip or can easily be transitioned to reflect a more corporate look that still reveals a glimpse of your wider side. Plus if you wear boots, a boot cut makes a lot of sense.

### Why not?

If you hate boots, never touch actual earth, and are built like a refrigerator (or you are shorter than 5'2"), this cut will make you look like a certain, very popular sponge – think Sponge Bob. Short legs were not made for extra bulk at the bottom. If you are shorter, you should consider another cut that will visually elongate your legs. Brands that cater to this style include **Levi's**, **Diesel**, **Energie** and **Guess**.



Armani Jeans