

fashion

Lean jeans

The skinny on denim right now is, exactly that. Tapered, cigarette, slim or stovepipe ... whatever you call it, thin is in. But not everyone is ready to put denim on a diet.

The mere word unnerves some people, as Artizia recently found out when their window campaign caused a minor uproar.

"It says I 'heart' the skinny, not skinny," says Verna Brown, director of product development for Artizia.

Brown says London has long embraced the tapered leg, and while Artizia has carried it for years, it's just catching on here.

Scared the skinny will make you look less-than?

"It's all about proportion, volume on top and skinny on bottom." Wear them with a long or oversize top, or a shirtdress, says Brown. And while ballet flats rock lean legs, heels can uplift and elongate.

And unless you're Kate Moss's body double, steer clear of faded. "Darker denim makes legs look longer and slimmer," she says.

Need to do the math? Boot cut has an 18-inch hem width. Straight is around 16, and the skinny cinches down to 12, says Jennifer Yau of Mavi Jeans.

Slightly bunched at the bottom is very Euro, she says, but most wear the hem so it sits just above the ankle. "Girls who normally buy a 34-inch leg are going to a 32-inch because [unlike a flare] they won't touch the floor."

Give embellishments, rips and bleaching the boot too, or save them for jeans of the same name.

"Clean, dark, slim and sleek," is the look for skinnies, though a little cuff is cute too, she says.

And in case your holding your breath waiting for the trend to pass, inhale deeply – and squeeze yourself into a pair – the skinny is only going to gain momentum come fall.

- Rafal Gerszak, 24 hours

- Carly Krug, 24 hours



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