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by Elyse Glickman

style

pick of the week

## jeans... james jeans



Photo: Andrew Hanson

### James Jeans-Dry Aged Denim

It was a perfect summer solstice night in L.A., especially if you were fashion press or a professional stylist. On the top floor of newly minted 1100 Wilshire Condos (in L.A.'s slowly but surely re-emerging downtown, a Manolo's throw from the Fashion District), the select, intimate crowd of professionals were the stars, getting a sneak peak at the latest **James Jeans-Dry Aged Denim** 2007-08 fall/winter collection for men and women, trying on some summer styles to take with them on the spot, enjoying some expertly prepared light bites and Hpnotc. Designer/Founder **Seun Lim**, pretty and willowy enough to be a model in her own right--and extremely modest considering how highly conceptualized her collection is in terms of form and function (her distinctive pockets have that angular shape for a reason—to lift the bum—and it works brilliantly in the flares and straight styles, and for both genders).

Beyond her cuts and those famous geometric pockets, her coloring methods and fabric treatments are also state of the art, as different styles involves sun dried aging, resin sealing and calligraphic brush stroking on custom fabricated multi-layered indigo denim. All that hard work was something not lost on perennial trendsetter **Oprah Winfrey**, who on her famous **Jeans for Every Body** episode voted James the best for curvy figures (though Lim proves they work just fine on her slender frame as well). Other aficionados include **Angelina Jolie**, **Cameron Diaz**, **Jennifer Aniston**, **Jessica Alba**, **Naomi Watts**, **Jake Gyllenhaal** and **Heath Ledger**.

Though the South Korean earned a B.F.A. and an M.F.A. at a prestigious university in Korea, it was at the School of The Art Institute of Chicago where she honed her craft in fashion design and fine arts. Her jeans distinguish a detailed fit and studied wash. **"James Jeans is the only premium denim brand designed by a woman for all women. Each design is graded and tailored by hand producing the best fit possible. Now that I am also the fit model for the brand, I can make even sexier and smarter jeans"** she says. "Things like the signature slash- corner pockets and strategic fading lengthen the leg, lift the butt, and make you look slimmer and trimmer."

For more on James Jeans' upcoming fall collection, visit [www.jamesjeans.us](http://www.jamesjeans.us). To squeeze yourself into a pair and really like what you see, go to **Barney's**, **Planet Blue**, **Market**, **Indigo**, **Bloomingdales** or **Yellow Dog**, or shop at home via [www.Shopbop.com](http://www.Shopbop.com).

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