

- :: Home
- :: Special Events
- :: Calendar
- :: Current Issue
- :: Interviews
- :: Film Reviews
- :: Music Reviews
- :: Style
- :: Guide to LA
- :: Restaurants
- :: Bars/Clubs
- :: Archive
- :: About us
- :: Advertising
- :: Links



by Elyse Glickman

## jeans... james jeans



Photo: Andrew Hanson

style

pick of the week

CALENDAR  
alive

Subscription

Contact

[back to current style](#)

[previous articles](#)



orthodox



mighty



gorjana

advertisement

### 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).

This week, **one lucky reader** — man or woman —will get to experience the art and

THE CAMPAIGN  
TO MAKE  
POVERTY HISTORY

MIKIMOTO

Un après-midi de chien...  
Paris

French Kitty

science of Seun Lim's logical denim designs with his/her very own pair.



Winners will be randomly selected and notified July 2, 2007. US only. [Rules](#)

**4 latest items:**

[mighty](#) :: [orthodox](#) :: [gorjana](#) :: [james](#)

**Visit some of our giveaway sponsors:** Diamonds in the Rough, Klorane, Rock & Republic, True Religion, Sundari, VonZipper, Petro Zillia, Red Monkey, Flavio Olivera, Robert Marc, Smashbox, Steve Madden, Silhouette, Blue Cult Jeans, Wheels & Doll Baby, Nancy Davis, Moo Roo, Playboy, Go Smile, Oliver Peoples, Stila, Ed Hardy, Antik Denim, Joe's Jeans, Calleen Cordero, Rodan + Fields, Jaqua, Keurig, Beverly Feldman, Rip Curl, Klegg, Stila, Sama Eyewear, Fornarina, V-Tech, Toms Shoes, Goorin Bros, L'Oreal, Grass Jeans, Borba, Jin Patisserie, Verizon, Donald Pliner, Rilastil, Tokidoki, Via Spiga



**special features**  
guide to la

the city's best  
places

archive

events  
articles.issues

film reviews

from around  
the world

[back to top](#)

[current issue](#)  
[interviews](#)

[special events](#)  
[music reviews](#)

[calendar](#)  
[new faces](#)

[guide to la](#)  
[style](#)

[archive](#)  
[contact](#)

© 2000-2006 THE BOOK LA

[design by artbullet](#)