



VOLUME 1  
SPECIAL EDIT  
TSI

*Your guide to the*

# PERFECT JEANS

FOR YOUR BODY TYPE

THE STYLE INSIDER

DETAILED BODY TYPE ANALYSIS

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Discover the power of choosing the perfect pair of jeans .

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# Consider

## BEFORE YOU GO SHOPPING



### KEY FACTORS

When it comes to feeling great in your denim, it's very much about the **overall proportion of your outfit** and your **natural shape**. Of course your **personal style** will also come into play too. We all like our clothes to look and fit differently.



### TRUST YOUR INSTINCTS

We ultimately know what looks good on us but it's easy to lose sight of it when we are bombarded with images of models and influencers. It's important to try and block out external influences and **trust your instinct** when you look in the mirror.



### TRY SOMETHING NEW

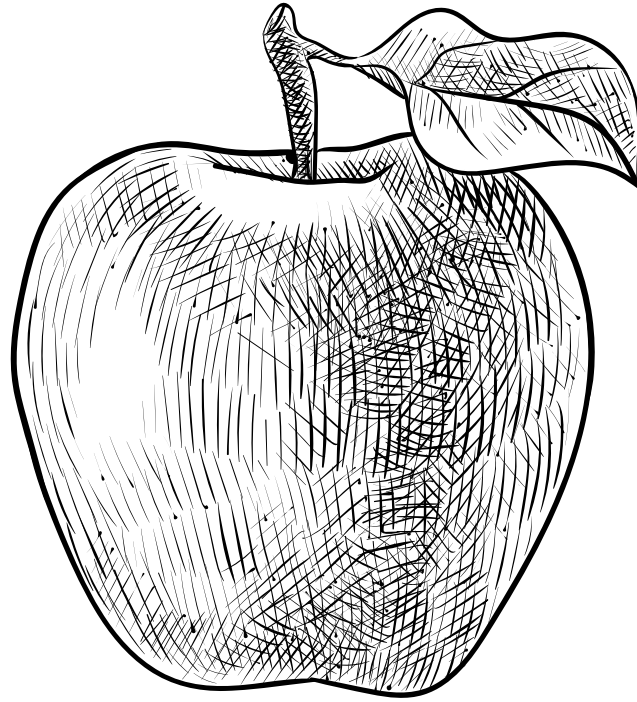
It's very easy to get stuck in a rut and always opt for the same styles. Try and use this guide to open yourself up to a style or two that you perhaps haven't tried before. You have nothing to lose and you may be surprised to **find different styles actually suit you**.



### TRY BEFORE YOU BUY

When it comes to shopping for jeans I always recommend **retail not etail**. You really need to **try before you buy** to ensure you get the perfect fit for you. Also be sure to put enough time aside so you can try as many pairs as possible. Even better **enlist the help of a friend** to help grab alternate sizes and styles.





# APPLE BODY TYPE

**Apple body types tend to carry most weight around their middle, particularly around the tummy, and they may also have a fuller bust. Apples also tend to have slim arms and legs and a relatively small bottom**

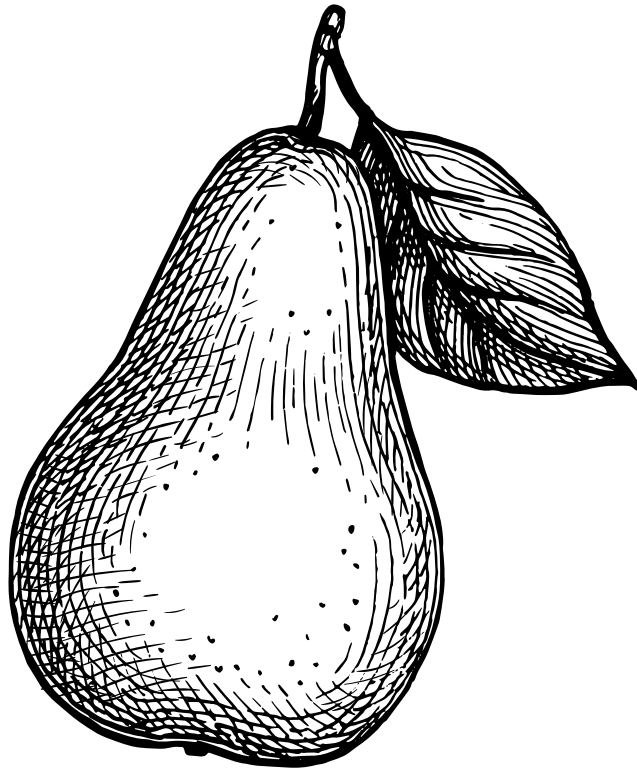
The key to finding the best jeans for this body type is all in the legs.

Apples generally have slim legs, so my top tip is to show them off in a pair of stretch denim, ankle-length, skinny jeans.

The best skinny jeans for apples will always include some added stretch for comfort and a mid or high waist, which can help contour your middle if this is something you're looking to achieve.

If you're not sure how to style skinnies, a longer-line top, such as an oversized shirt, a peplum top or a blazer will skim your mid section while still showing off your legs. However, skinny jeans aren't for everyone, so there are other great choices for apple body types.

Bootcut or flared jeans are great for balancing out a wider upper body if that's what you want to achieve, but ultimately, straight-cut or girlfriend style jeans - a slimmer version of the boyfriend jean - will enhance slim legs as opposed to hiding them.



# PEAR BODY TYPE

**You have a classic pear shaped body if you have a smaller upper body, rounder hips, and a fuller bottom.**

The key to finding the best jeans for your body type is to balance out the volume in your hip and thigh areas which you tend to carry most of your weight.

Boot-cut or wide-leg jeans complement pear shapes as they help to elongate a pear body type. The sleek lines will not only balance out your figure but also help to give the illusion of elongating your legs.

Darker denims like black and indigo offer added polish to your look, lending themselves to great all round outfits.

It's best to steer clear of low rises and instead opt for mid to high-waisted styles that will highlight your waist and create a more balanced silhouette overall.

High-waisted jeans have the best figure-flattering benefits for pear shapes as they draw attention to your naturally defined waist. Remember skinny jeans will also work on you but be sure to opt for a pair with some stretch - no more than 2% elastane.



# HOUR GLASS BODY TYPE

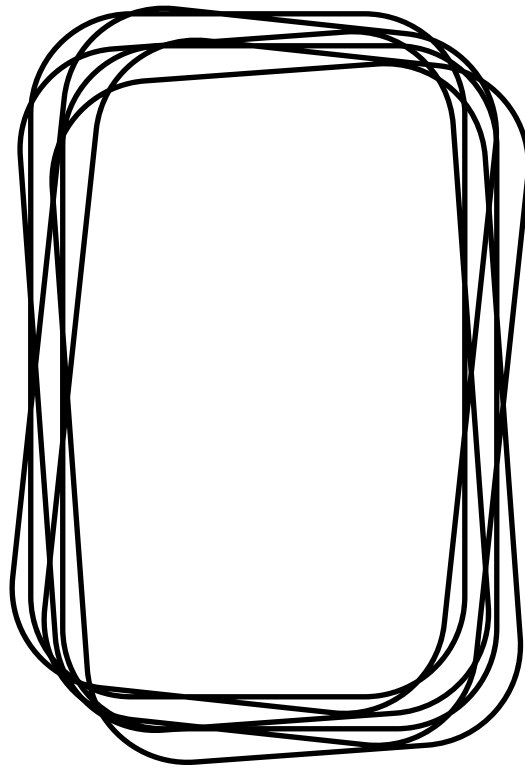
**Hourglass figures are fairly equal in proportion between their top and bottom half, with a narrow, defined waist. If you identify with this shape, you may have larger thighs, bust, bottom, and also slightly rounded shoulders.**

The most flattering jeans for you will follow your natural contours to show off your shape. The golden rule is to always define your waist, so unless you are intending to show off your toned abs, higher-waisted jeans that finish at your natural waist will be best.

Also be sure to ditch traditional rigid denim as styles with an element of stretch will move with you and also eliminate waist gape.

“The sweet spot for elastane content is about 2% (any higher and the fabric stretches out too fast). Also be

When it comes to the style of jeans to choose, it's all about reflecting the cut in your top half. If you do the same above the waist in terms of silhouette as you do below, you can pretty much get away with anything because this will create a well-balanced and harmonious silhouette. Skinnies will look amazing on you too and for a more contemporary look try a pair of barrel leg, wide leg, flare and boot cut.



# RECTANGLE BODY TYPE

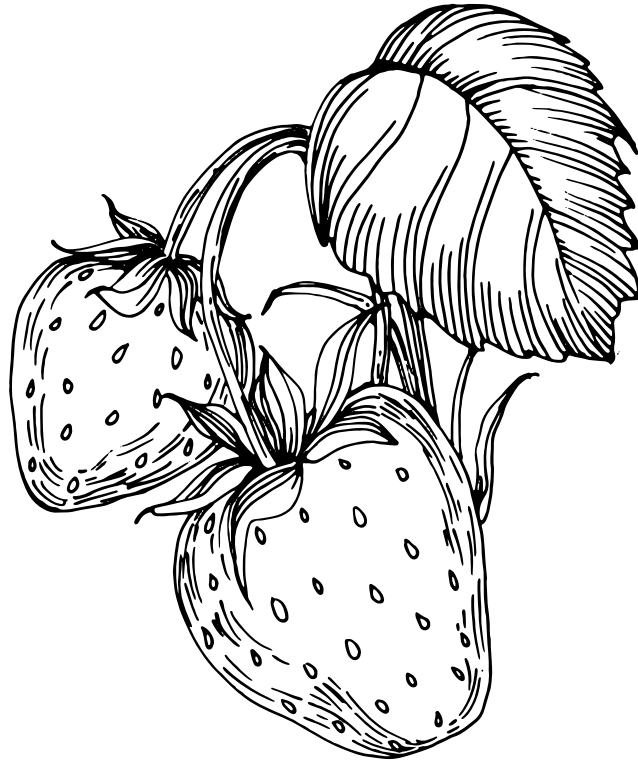
**If your waist measurements match your hip or bust you have a classic rectangle body shape. So basically your shoulders and hips will be roughly the same width, while your legs will probably be long.**

The best jeans for this body type generally aim to add curves. If you have an athletic build and are straight up and down, it's all about creating that optical illusion of curves.

Opt for looser, more fluid shapes such as flares, wide leg styles or even baggy boyfriend jeans in lighter colored fabrics but make sure that these are mid to high rise so that they finish on your middle.

If you have a rectangular body shape, generally speaking, all jeans suit your body type, as they will either lean into your lean and lengthy look, or help to add curves to your frame. If you want to create a little more volume and define your waist more, choose looser fitting tops that flow easily over your body and give the illusion of curves as they're not too figure-hugging. Peplums work really well for this.

Reflect the volume you have just added to your lower section with something fluid on the top, such as an oversized shirt, but tuck it into the waistband to give you the illusion of shape.



# STRAWBERRY BODY TYPE

**You have a strawberry-shaped body if you're broader on the top half but have a relatively flat bottom, narrow hips and slim legs.**

As the strawberry body shape is basically the reverse of a pear the advice is also reversed. So lighter washes or some clever detailing on the denim will make your hips and legs look larger and have a balancing effect.

The best jeans for your body type are those that add volume to your bottom half, whether that's a wide leg or a baggy boyfriend style.

Add extra volume with a flare or wide leg and keep your top half more fitted and in a darker colour to remain fully in proportion.



*top tips*

# FOR THE PERFECT JEANS

01

## THE MOST SLIMMING JEANS

Slim, well-fitting dark wash jeans in black or a deep indigo denim wash are the most slimming jeans of all. If you are pear shape wearing a dark wash pair of jeans will not only make this part of your body look slimmer, but the whole of your figure will look more in proportion.

02

## THE MOST UNIVERSALLY FLATTERING RISE

Mid-rise jeans are also the best option for all heights, body types and sizes. They are the most sculpting on a midriff and therefore suit everyone.

03

## WHICH BODY TYPE SUITS HIGH WAISTED JEANS

High waisted jeans tend to suit most shapes but they are the most flattering jeans for anyone wanting to highlight their waist. High-waisted jeans accentuate (and can create) a svelte waistline and give the illusion of longer legs.

04

## THE THREE SIZE RULE

When you try on jeans, bring three sizes into the fitting room: the size you think you are, one above, and one below. If “your” size fits, still try all three on to make sure. You may need to try on more than three sizes to find your perfect fit, especially if you’re trying multiple fits, styles, or denim brands.

05

## POCKET SIZE AND PLACEMENT MATTERS

The higher pockets are situated the perter your behind will appear! The larger the pockets the larger and wider your butt will appear.

A woman with long dark hair and glasses is walking on a cobblestone street. She is wearing a black and white vertically striped long-sleeved shirt and dark blue wide-leg jeans. She is holding two coffee cups in a wooden tray. The background shows a building with large windows and a metal grate. The text is overlaid on the image in a mix of bold sans-serif and cursive fonts.

**EMBRACE YOUR  
TRUE *shape*  
AND DISCOVER  
NEW *outfits*  
TO LOVE.**

INSPIRATION

