

# Website Denim Info

**The Urban Rack** has become a fantastic denim destination for "Real, Powerful, Beautiful Women". We get that you are not all built the same way. Some of us need hip room, bum room, thigh room, a longer length, a bigger waistband, a higher rise, and probably don't want our Hanky Pankys peeking out the back of our jeans every time we bend over. Am I right ladies? This is why we carry a wide variety of styles, washes, price points, and sizes. We especially pride ourselves on our size range... 25 to 34. We are always seeking out the best denim available that perhaps isn't everywhere. Here's what we are currently stocking our denim wall with:

## **AG Jeans:**

AG, Adriano Goldschmied, has become a fast favorite of our denim shoppers and staff alike. This premium denim line is known for its amazing fit, and can be found on all the top Hollywood Celebrities. You will often see the likes of Cameron Diaz, Kate Bosworth, and Gwyneth Paltrow photographed wearing this line. New for the Fall 2014 season will be AG's exclusive contour 360 fabric - a perfect blend of timeless aesthetic and full-motion stretch.

## The Stats:

- Designed and manufactured in LA, California
- Size range is 25 - 32
- Leg length is a standard 33" or 34" inseam.
- Price range is generally \$195 - \$345
- Website link: [www.agjeans.com](http://www.agjeans.com)



### **Fidelity:**

Our favorite thing about Fidelity jeans?, other than their amazing fit?, is that it is a local Vancouver label! They carry an amazing variety of cuts. A few top sellers are the Stevie mid-rise skinny, the Axl relaxed "girlfriend" jean, the Belvedere high-rise skinny, and the Supreme curvy fit . Another plus?...they often do each of their best cuts in a broad spectrum of washes and fabrics to help you find the perfect pair for you. This local line has also been getting some A-List attention from Celebrities such as Demi Moore, Courtney Cox, and Halle Berry.

### **The Stats:**

- Designed in Vancouver...manufactured in LA
- Size range is 25 – 34
- Leg Lengths are a standard 34" inseam. Some styles available in a 36" inseam.
- Price Range is generally \$160 - \$220
- Website Link: [www.fidelitydenim.com](http://www.fidelitydenim.com)



### **Mavi Gold:**

It seems that everyone has worn a pair of Mavis at one point in their life! So, it seems fitting that we are now carrying Mavi Gold, the luxurious contemporary collection of Mavi jeans. They offer women stylish, striking jeans with amazing movement, strong retention and incredible recovery. They've quickly become a favourite brand for all us Rackers and are the perfect jeans for the chic and fashion-conscious consumer. Celebrity fans include Avril Lavigne, Fergie, Lady Gaga, Kate Winslet, Hayden Panetterie, Carly Rae Jepsen and many more!

#### The Stats:

- The line originates from Turkey and is manufactured there as well.
- Mavi cooperates with designers and consultants from all over the world and has a multicultural design team from Istanbul, New York, Vancouver, and Sydney.
- Size range is 25 – 33
- Leg length is a standard 32" or 34" inseam.
- Price range is generally \$98-\$148
- Website Link: <http://ca.mavi.com/gold>



### **Jag Jeans:**

Jag is an American brand that carries a wide range of styles that we love. Even better is their fantastic price point for the great quality product they offer. This line is perfect for anyone looking for nice quality denim that fits a curvy body! Jag is designed by a group of women who live just like you and focus on fit and comfort when creating their product.

#### The Stats:

- Designed in the U.S. and made in China
- Size range is 2-14
- Leg length varies from a petite ankle 28" to a standard 34" inseam
- Price range is generally \$84-\$104
- Website Link: [www.jagjeans.com](http://www.jagjeans.com)



### **Yoga Jeans:**

Yoga jeans have been created "to make women of all ages, body shapes, and walks of life feel confident, beautiful, and sexy." Sounds kind of perfect to us! Second Clothing Co. (the makers of Yoga Jeans) was created by two brothers, Eric and Jacob Wazana, who believe strongly in local production and social conscience and practice this by handcrafting all of their denim at the Yoga Jeans production facility in Quebec, Canada. Not only is the fit on these jeans fantastic, but they're incredibly flattering, too! A win-win combination!

#### The Stats:

- Manufactured in Quebec, Canada (yay!)
- Size range is 25-33
- Leg length ranges from a petite ankle 28" to a standard 34" inseam
- Price range is generally \$110-\$120
- Website Link: [www.secondclothing.com](http://www.secondclothing.com)



To help you get the perfect fit, here is a general denim size conversion chart. So, for example, if you generally wear a size 6 pant, you will be in the 27 - 29 range of denim sizing.

**Denim Sizing Chart:**

- 25 = 2 / 4
- 26 = 4
- 27 = 4 / 6
- 28 = 6
- 29 = 6 / 8
- 30 = 8
- 31 = 8 /10
- 32 = 10 /12
- 33 = 12 / 14
- 34 = 14

A few more helpful hints:

- Most women are not one standard size in all denim brands.
- Many of us will have 2-3 different sizes in our closets that all fit us. This is due to several different factors including: fabric, lycra content, cut, where the line is from, our own body proportions, etc.
- Always get jeans to fit the widest part of your body and then get them altered to fit you. Many women can not buy a pair of jeans off the rack and have them fit perfectly. If you invest in one or two pairs of jeans that are tailored for your body, you will end up getting more wear out of them.
- You should never pass on a pair of jeans because they are too long. The most common alteration is hemming. We always suggest asking for an 'original' hem so you don't lose any of the detail.
- To ensure a long life for your jeans, be sure to machine wash them, inside out, in cold water and hang to dry. By not applying any heat to them, you are helping preserve the Lycra and dyes. They will hold their shape better and stay closer to the colour they were on the day you bought them.
- The best advice we can give you when buying a pair of jeans, is not to be a slave to your "size". Sizing is more of a guideline and is by no means an exact science. If you find a pair you love and fit...don't worry about what the number is printed on the inside tag. The only people who will know are you and us...and we're not telling©