

Fashion TRENDS

Jeans Designed Just For Your Measurements

(NAPSA)—Technology has made it easier to stay in touch, work efficiently, be entertained and stay healthy. Why shouldn't it help you find the perfect pair of jeans?

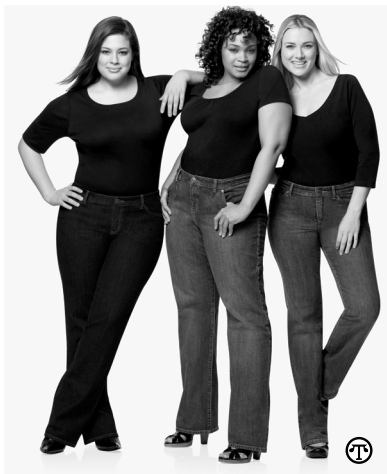
While critics might say that finding a pair of jeans that fits is not rocket science, any woman who has spent hours in a dressing room would disagree. Fortunately, science has made it easier to find jeans to fit and flatter.

A new body-measurement system known as the Intellifit Body Measurement System uses a technology originally created by the government to detect bombs and other lethal devices at airports. Now, the machine measures your curves within a quarter of an inch to accurately provide you with precise body measurements.

The fully clothed store customer walks into an 8-foot-high chamber. A vertical wand with antennae revolves around her, sending and receiving signals that measure body points to create a body image with her measurements. The machine then offers recommendations in size and style.

Charming Shoppes used the technology to collect 14,000 measurements of plus-sized women in Lane Bryant stores.

The company wanted to compare these measurements against its current sizing standard so it could better serve customers with jeans that more accurately fit their bodies. The data was sorted by waist and hip measurements, and the results were used to



Here's an example of good science: Technology has made it easier to find jeans that fit and flatter every curve.

develop three branded Lane Bryant's Right Fit Jeans, which provide a better fit by body type.

There's a line of jeans for women whose bodies run straight from waist to hips, another for those who are slightly curved from waist to hips and a third for those who are fullest in the hips.

These jeans factor in common fit problems such as pants that fit at the waist while leaving hips and legs too baggy. Just measuring a woman's waist is not enough.

This is good news for women who are tired of making do with jeans that fit one part of the body but don't quite fit another.

For more information, visit www.lanebryant.com and www.rightfit.com.