

newsworthy trends

It's In The Jeans: Men Rank Denim #1

(NAPSA)—What's the most important thing in a man's closet? According to a recent survey of 500 men, it's their jeans. In fact, you'll find about eight pairs of jeans in the average jean-wearing guy's closet, and you'll find him in jeans at least four days out of seven.

What was once only meant for casual weekend wear, denim has become a staple wardrobe piece for most men. Worn either dressed up for a night out, dressed down for Sunday afternoon football, or for just working around the house, jeans fit into every man's lifestyle—and can be worn anytime, anywhere.

"We know that jeans are a favorite piece in every man's closet," says Jonathan Finn, Old Navy. "That's why we focus on providing comfort, durability, fit and a great value that men can rely on."

And that's a good thing since 50 percent of the men who wear them said that fit was the most important consideration in choosing jeans. Men can find a great fit in something like Old Navy Painter's Jeans, which are designed for comfort with a loose fit through the thigh and a straight leg. Plus they're detailed with a handy tool loop, triple stitching for improved strength, and of course, extra pockets. After all, 47



Painter's Jeans are always a great style for any guy.

percent of respondents agreed that the appeal of Painter's is in the pockets.

So this fall, be sure to step out in style and pick up a great pair of jeans. Whether it's your first pair or your tenth, you can't go wrong dressed in denim.

The survey was conducted for Old Navy by RoperASW. To learn more, or for store locations, visit www.oldnavy.com.