

# From Hollywood's hottest celebrities to European runways, jeans are on the style scene...

**(NAPSI)** – Celebrities and covergirls are constantly pictured by the paparazzi in their favorite pair of old blues. But let's face it, if your body, not to mention budget, is less like a supermodel's and more like a mere mortal's, finding the perfect pair of the season's favorite staple can be a mental nightmare, as well as tediously time consuming.

## The Science Of Shopping For Fit

Finally there's a science to finding the perfect fit in jeans. The style lab at Newport News has developed this easy style solution for getting you into the perfect pair to flatter your figure. Imagine if you could take the control out of control-top hose and infuse them into your jeans? Well, in essence there's a company that has done exactly that, combining comfort, control and incredible value. "We knew the response to the Jeanology collection would be incredible," says Geraldynn Madonna, senior vice president of Newport News. "Women want jeans that provide them with fashion, control and fit. Now they can have it."

## Take The Test And Find Your Perfect Fit

Whether you're looking to control your tummy, boost your derriere, or just find a comfortable fit around the hips or waist, the style experts at Newport News have the answer:

**Tummy:** Tummy Control Jeans are designed with a nylon mesh panel that actually flattens the area but still allows you to breathe.

**Waistline:** Comfort Waist Jeans have a hidden elastic pleat for comfort and weight fluctuation. Great for those early months of pregnancy and those difficult months post birth.

**Curvy Curves:** Femme Fit Jeans are designed for the hourglass woman's needs, combining room to move with a flattering cut.

**Slim Hips:** Low Rise Jeans put the

trendy into denim and create a curvy illusion.

**Derriere:** Push-Up Jeans are a true innovation, providing lift and curves without any visible signs to the outside world.

There's even more good news. No matter how tall, or how small, Jeanology styles come in your size: Petite 4 to 14; 4 to 20; and Tall 6 to 20.

## Runway Report From Newport News Style Lab:

**Color, Color, Color:** The reports are in, and it's unanimous: The next big trend for denim is color. Jeans today offer fashion forward hues from hot pink to deep purple, not to mention the hottest color for fall, red! Look for a variety of fits from "classic" to "relaxed," as well as the ever popular "slim" fitting styles, in the Jeanology Basics collection.

**Denim Gets Embellished:** Go from day to night with sexy yet sophisticated looks like pinstriped jeans, embroidery, black glitter jeans, and stretch velvet jeans. Denim and diamonds have never looked better together.

**Leather and Leopard:** Jazz up your wardrobe with leopard-print jeans or go for the chic urban look of leather jeans in camel or black. This look will be the staple available from Newport News at a fraction of the cost!

**Denim Goes Dark And Light:** More traditional denim lovers can always opt for more classic, yet contemporary shades. There's Soft Raw Denim for that trendy dark indigo hue, or for the all-American, Antique Fade Denim for the worn in look, all with unmatched comfort and fit.

So, whether you're looking for the latest fashion in denim, Hollywood glamour or just fabulous fitting jeans, call 1-800-955-0404 for a Newport News Jeanology Catalog. Try on as many styles, colors and designs as you want, all in the comfort and privacy of your home.



# Style is not a size, it's an attitude

The popular colors for this fall are mulberry, seaweed and chocolate brown. The classic look: big-waisted stretch skirts with scattered sequins. The '70s look: three-piece suits with the maxi-length coats to match. Ultrasuede textured fabrics with velvet and velour accents are popular this fall.

Accessories add pow to every outfit. With today's streamlined clothing shapes and color-blocked fabrics, attention-getting accessories from rhinestone, Austrian crystals to fuzzy hats and felt-velour hats can make all the difference. A quick switch of accessories can transfer day wear to evening sparkle, office garb to play wear. Strategically placed, a single accessory can draw attention to your best features. A shimmering velvet scarf draped around the neck highlights the face and downplays the chest, while a great cuff bracelet shows off a fresh manicure.

This article was submitted by Larreshca and Monique Fashion Boutique and Accessories at Loehmann Plaza (old Loehmann store), 3612 Reynolda Road, Winston-Salem.

## AL JARREAU!



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