



FASHION NEWS

Claudia Li

20-year-old designer MFA grad and denim guru Claudia Li—remember her from *Project Runway*?—has quickly established herself as a go-to for new talents in the game. "We're particularly excited to have her as a featured part of the most exciting denim collection in the market," says 7 for All Mankind's director of marketing. Here, the rising star shares her personal denim tips.

Real Feel

7 for All Mankind jeans and denim look good and feel good. And that's the basic premise behind the brand's new denim, which combines the shape retention properties of denim with a weightless technology in the denim weaves and fabrications. "Women love the way they look in denim," says Barry Miguel, president of 7 for All Mankind, "yet they often do not feel as great as they look wearing traditional denim fabric. b(air) denim is the ultimate everyday jean for women. We wanted to give every woman a jean which is light as air and soft as silk, yet be versatile with a true denim look." b(air) denim will be offered in a variety of fits, including The Skinny, Ankle Skinny, High Waist Skinny, Kimmie Bootcut, Kimmie Straight, and "A" Pocket, and will be offered in eight different washes as well as destroyed variations. Join the revolution.

TAYLOR GALLAGHER b(air) denim collection
\$169-\$189, 7forallmankind.com

026

Denim Daze

31 DAYS OF DIY DENIM

In honor of our annual denim issue, we've created a month's worth of fresh and easy jeans-centric projects (no basic distressing here), check in with nylon.com every day in August for a new project and its full instructions.

12 **17** **20** **25** **29**

3 **8** **9** **12** **17** **20** **25** **29**

AUGUST

1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Denim Daze

Real Feel

7 for All Mankind says you don't have to choose between the classic denim look and stretch jeans' comfort. This fall the brand launches b(air) denim, which combines the shape retention properties they're known for (denim that won't stretch out and will maintain its shape through multiple wears) with a weightless technology in the denim weaves and fabrications. "Women love the way they look in denim," says Barry Miguel, president of 7 for All Mankind, "yet they often do not feel as great as they look wearing traditional denim fabric. b(air) denim is the ultimate everyday jean for women. We wanted to give every woman a jean which is light as air and soft as silk, yet be versatile with a true denim look." b(air) denim will be offered in a variety of fits, including The Skinny, Ankle Skinny, High Waist Skinny, Kimmie Bootcut, Kimmie Straight, and "A" Pocket, and will be offered in eight different washes as well as destroyed variations. Join the revolution.

TAYLOR GALLAGHER b(air) denim collection
\$169-\$189, 7forallmankind.com

