



# 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

