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Levi's introduces new fit jeans

Levi's - the original jeans brand announced a new line of custom fit jeans made to fit the curve of a woman's body.

The new line, Levi's Curve ID, utilizes a revolutionary fit system based on shape, not size and was created as a result of studying more than 60,000 body scans and listening to women around the world of all shapes and sizes.

Through this research, Levi's designers created a new approach to measuring a woman's body and identified three distinct body types that account for 80 percent of women's shapes universally. The three Levi's Curve ID fits are based on these universal body types.

"Since we created our first women's jeans 75 years ago, no one has changed the formula for finding the perfect fit," said, Levi's brand Women's Merchandising and Design Senior Vice President You Nguyen. "Our revolutionary approach looks beyond waist size to address the true curves of a woman's entire body. We

have created three custom fits that address a range of body shapes, allowing women to find their perfect fit and ultimately helping them feel confident and sexy in their jeans," she said.

Unlike other denim brands, Levi's Curve ID utilizes a unique, customized fit system focusing on a woman's shape and proportions, not her size. The designers studied the bodies of more than 60,000 women to develop three custom fits based on the difference between the measurement of a woman's hip and seat - the greater the difference, the more curvy the body.

The three custom fits include:

Slight Curve - designed to celebrate straight figures - Slight Curve is designed to define a woman's waist, while accentuating her curves. If jeans usually fit in the hips and thighs but are too tight in the waist, a woman should try the Slight Curve.

Demi Curve - Designed to flatter a woman's waist, while smoothing her shape. If jeans usually fit in the waist, but don't flatter the figure, a woman should try the Demi Curve.

Bold Curve - designed to honour genuine curves Bold Curve is designed to hug the waist, without gaping or pulling. If jeans usually fit in the hips and thighs, but gape at the back, a woman should try the Bold Curve. Here we feature models displaying these jeans.

Picture by Sumanachandra Ariyawansa

