



Follow the denim doc @LindsayT Huggins.



The denim doc is in!

Shopping for jeans is a little like dating: You have to kiss a lot of frogs to find The One. (It's almost as stressful, too!) Meet your matchmaker, SELF senior fashion market editor Lindsay T. Huggins—that's her, right. She'll reduce your toad count with tips on how to make runway trends work for the real world. Happy hunting!

TREND FLORALS

Denim is bloomin', from dainty petals in neutral palettes (office-friendly) to bold tropical flowers (weekend-worthy!). Curvy? Avoid large prints, which emphasize your backside.



Paige Denim, \$189; PaigeUSA.com

J Brand, \$202; Saks Fifth Avenue



Gwyneth Paltrow

TREND CROPPED

Short on length but long on versatility! The hem hits just above the ankle, showing off pretty flats or sexy heels—and they're still long enough to tuck into boots.



AG Adriano Goldschmied, \$148; AGJeans.com

Sold Design Lab, \$96; Saks Fifth Avenue

DEAR DENIM DOCTOR

Q I have a flat butt. Which brand will give my rear some shape? — Vanessa Burns, Anaheim, California

A Try the sculpting jeans from James Jeans Couture Collection. Contoured bands hug the natural curves along your waist, giving the derriere a rounded look, no padding. Compression linings also help define a sexier rear view.

James Jeans, \$198; E Street Denim, 847-433-0050

click! WIN FREE JEANS On February 28 and 29, go to Self.com/prizes and enter for a chance to win one of 25 pairs of these James Jeans.



FROM TOP: KAREN PEARSON; STYLING: LIDA MOORE MUSSO; HAIR: NOAH HATTON FOR CUTLER/PEDKEN; MAKEUP: JOY FENNEL FOR DIOR BEAUTY; C. SMITH/WENN.COM; STILL LIVES: STEVE COHEN; STYLING: CLAIRE TEDALDI FOR HALLEY RESOURCES; BORDER: SATOSHI. SEE GET-IT GUIDE.

TREND
DENIM DRESS

The ideal comfy-chic option for casual Fridays, a tailored shirt dress—à la Pippa (right)—mixes office polish and weekend ease.



\$118; Guess.com



Pippa Middleton

DEAR DENIM DOCTOR

Q *What jeans work for all body types?*

—Ericca Nussbaum
Hillsborough, New Jersey

A SELF staffers of all sizes love Yummie by Heather Thomson Denim. A higher front waist keeps tummies tucked; stretch fabric expands or contracts, depending on who is filling the seat.



Yummie by Heather Thomson Denim, from \$168; YummieLife.com

click! WIN FREE JEANS On February 28 and 29, go to Self.com/prizes and enter to win one of 25 pairs of Yummie denim.

TREND
FLARED

Unlike last year's high-waisted bell-bottoms, 2012's flares are more wearable: The leg widens midcalf (for a less extreme angle), and the low-rise waist flatters women with hips.



Zoë Saldana



Levi's Curve ID, \$78; Levi.com

Hilfiger Denim, \$125; 212-334-0042



Hoodie, \$70, and skirt, \$70, Denim & Supply Ralph Lauren; DenimAndSupply.com

STYLE FLASH
label to love

Denim & Supply Ralph Lauren debuts chic denim basics (like this sweet skirt) and nondenim items (cue the cute hoodie) that have the same relaxed yet modern look as jeans and can easily be thrown into the denim mix—all at a nice price.

FIT FOR YOU *A dream jean for every type* Skip the dressing room drama, and make a beeline for the style that flatters your size and shape. Our staffers model their best fit.



Karen Lew
\$70; Gap.com

click! FREE GAP JEANS
On February 28 and 29, go to Self.com/prizes and enter to win one of 25 pairs.

Meghan Floyd
MiH Jeans, \$209; MiHJeans.com

Jacqueline Risser
J Brand, \$180; JBrandJeans.com

Alex Samuel
DL1961 Premium Denim, \$168; DL1961.com

Nicole Catanese
Henry & Belle, \$128; HenryAndBelle.com

Petite

Jeans labeled *petite* offer custom measurements (length, width, inseam) for women under 5 foot 5—ta-ta, tailoring! Layering on top gives small frames presence. **1** Converse One Star at Target, \$40; Target.com **2** Marc By Marc Jacobs, \$228; Nordstrom.com **3** \$125; WillLeatherGoods.com **4** Charles David, \$205; 310-659-7110

Long & lean

High-waisted jeans cut your willowy torso exactly where you need a waist; wide-set front pockets add fullness to hips. A tight tank is the perfect counter to a flared hem. **1** \$160; CCSkye.com **2** \$225; ChristopherFischer.com **3** \$43; JCrew.com **4** R.J. Graziano, \$65; 212-685-1248 **5** \$225; PourLaVictoire.com

Short-waisted

A midrise waist is your friend: Go too low and your torso will look weirdly long; go too high and you'll be cinching your belt at your rib cage. Surprise: Horizontal stripes lengthen! **1** French Connection, \$98; Bevello.com **2** \$25; Express.com **3** Kenneth Jay Lane, \$275; 877-953-5264 **4** Aldo, \$80; AldoShoes.com

Curvy

A waist that's higher in back than in front keeps your extra padding in place when you sit. (No more carpenter's crack!) Counter va-va-voom hips with flares and a bright top that draws the eye up, up, up! **1** AG Adriano Goldschmied, \$128; AGJeans.com **2** \$125; WillLeatherGoods.com **3** \$120; Banana Republic.com

Boy-shaped

Low-rise skinny jeans sit on the fullest part of the hips, calling attention to mini curves. A soft blouse is ultra femme. **1** \$78; AnnTaylor.com **2** Jamin Puech, \$210; 212-431-5200 **3** Linea Pelle Collection, \$88; LPCollection.com **4** Yves Saint Laurent, \$795; Saks Fifth Avenue



STYLE FLASH
reversible jeans

These **Bleulab** jeans are wearable inside out (or is that outside in?), pockets and all. Basic gray by day, club-cool metallic by night? Done in one! With 35 color combos to choose from, you'll find a duo to die for.

Bleulab, \$225; Bloomingdales.com

DEAR DENIM DOCTOR

Q *I can't spend a lot. Where can I go for designer jeans I can afford?*

—Rachel Ingersol, San Diego

A Hipster brand Rock & Republic just partnered with Kohl's to launch a new line of high-quality denim priced at less than \$100—a true bargain for designer-label blues.

Rock & Republic, \$88; Kohls.com



KAREN PEARSON. STILL LIVES. STEVE COHEN. BORDER. SATOSHI.