

The popular choice, stretch jeans, look and feel terrific

Five-foot-five-inch Eugenia Shapiro of Brooklyn, New York, is a young housewife and recent mother. "New jeans usually take an uncomfortable period to break in. From the minute I put these on, they felt great. I worked in them all day and felt terrific."

Bob Swezey, a lanky marketing executive, ordered his new jeans through L. L. Bean. "I had heard about them from friends and wanted to see if they were comfortable and if they fit as well as they were supposed

to. I put them on Saturday morning and wore them all weekend—they're great."

The object of all this affection is the new phenomenon of stretch jeans—a measurable improvement on the traditional denim jean and a category that is fast becoming a best-seller in stores across the country.

Women's Wear Daily, the fashion industry's arbiter, quoted an executive at one of America's leading fabric mills who said stretch denim is, "not just conversation, but a proven

quantity at retail. Stretch has provided a very positive force for . . . our customers."

Although there are several types of stretch available, one of the most exciting ingredients in the stretch revolution is "Lykra" spandex.

Unique fiber

Reed Paynter, a Du Pont executive who works with Seventh Avenue's fashion manufacturers and knows as much about "Lykra" spandex as anyone, says the reason it is a unique fiber is, "because it can be combined in a small quantity with any fiber, natural or man-made, to provide fit and comfort without changing the look and feel of the fabric. Because such a little bit of 'Lykra' is added to denim, it maintains its authenticity."

Paynter says, "The finished fabric remains a true denim but with the added dimension of unparalleled fit not possible without 'Lykra.'"

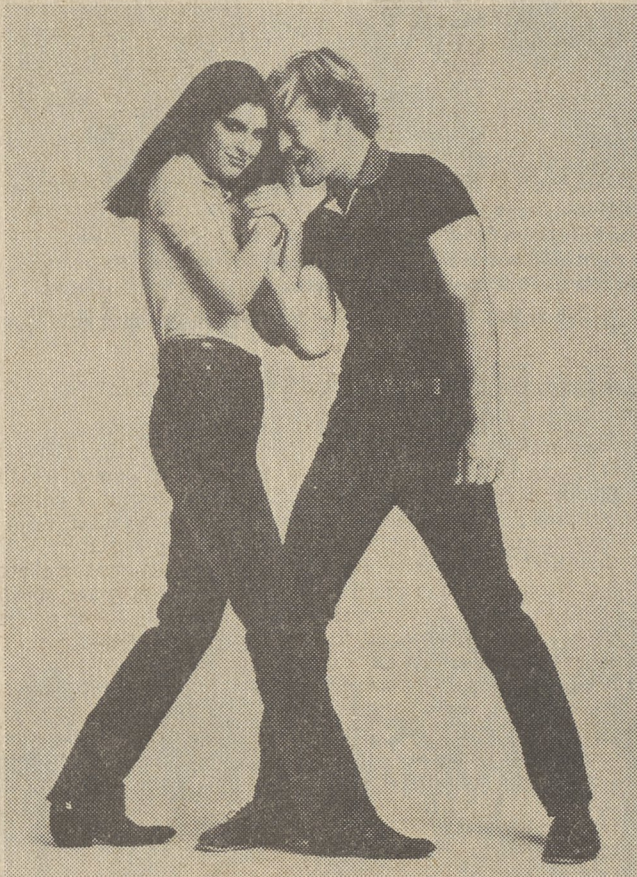
A Chicago department store cited by Women's Wear Daily said the Lee jean with "Lykra" was selling well. "It's been sensational," said the buyer, who reported that half the stock has sold out in two weeks.

A department store in Georgia said its Levi's business has been consistently good, especially in stretch denim.

In on "stretch"

These companies who supplied the California gold rushers and the American cowboy with the original denim jean have been joined in the move to stretch by designer labels such as Calvin Klein, Bill Blass and Yves St. Laurent.

The variety in jeans with "Lykra" will also extend in fall '81 from denim to corduroy and other classic fabric selections, providing comfort and assured fit in a range of choices.



STRETCH IS MAKING JEANS-WEARING a fit and comfortable experience. The Lee Company's five-pocket denims for him and her are made with a little bit of "Lykra" spandex for just the right amount of give and take.

