

NYDJ

Tummy Tuck Jeans

ABOUT US

ASK WOMEN WHAT THEIR NUMBER ONE PROBLEM AREA IS AND THEIR RESPONSE WILL OVERWHELMINGLY BE "MY TUMMY" ... WHAT WOMAN DOESN'T WANT TO LOOK SLIMMER AND SEXIER IN HER JEANS ??

WE'LL LOOK NO FURTHER. TUMMY TUCK JEANS ARE HERE TO FLATTEN YOUR TUMMY, LIFT YOUR BOTTOM AND ALLOW YOU TO WEAR ONE OR TWO SIZES SMALLER!...

WOMEN WITH REAL CURVES ARE DISCOVERING THAT THESE THREE THINGS ARE JUST WHAT THEY NEED TO LOOK AND FEEL THEIR BEST.

NOT YOUR DAUGHTERS JEANS IS A FAMILY RUN LABEL LAUNCHED IN THE 1970S, THEY HAVE BEEN RENOWNED FOR THEIR GREAT FIT AND THIS IS A TRADITION THEY CARRIED THROUGH IN THE CREATION OF TUMMY TUCK JEANS IN 2005.

DESIGNER AND PRESIDENT OF THE LOS ANGELES BASED LABEL LISA RODES-SANDEL SAYS ...

"TUMMY TUCK JEANS FILL A VOID IN THE MARKET PLACE BY OFFERING REAL WOMEN WITH REAL CURVES A JEAN THAT FITS BEAUTIFULLY AND MAKES HER FEEL GREAT ABOUT HERSELF, THE TUMMY TUCK JEAN DELIVERS ON THIS PROMISE."

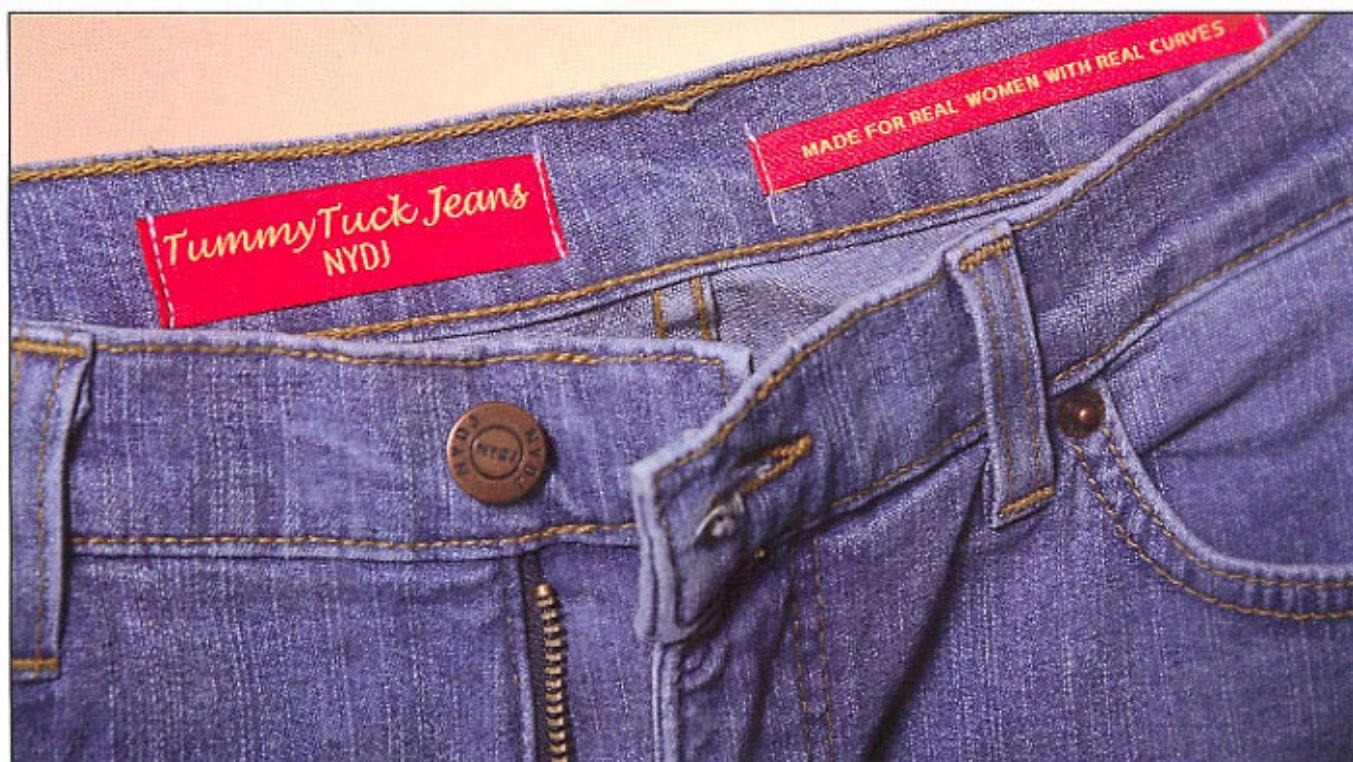
SO HOW DOES IT HAPPEN?

WE'LL THIS RANGE OF MIRACLE DENIM FLATTENS THE TUMMY WITH CLEVER ENGINEERING AND A FASHIONABLY HIGHER CUT WAIST.

THERE IS A ONE OF A KIND PATENTED CRISS-CROSS WITHIN EACH PAIR OF JEANS, THIS COMBINED WITH EXTRA STRETCH DENIM AT THE REAR TO LIFT THE BOTTOM AND SPECIAL POCKETS TO CREATE A CORSET LIKE EFFECT MINUS THE UNCOMFORTABLE RESTRICTED FEELING.

WITH A PAIR OF THESE REMARKABLE JEANS CURVACEOUS WOMEN CAN WEAR ONE OR EVEN TWO SIZES SMALLER AND THAT IS QUITE A SELLING POINT!

UK DISTRIBUTION FOR TUMMY TUCK JEANS AT THE BEGINNING OF 2007 AND AS THE MEDICI LABEL SYNONYMOUS WITH QUALITY CLOTHING FOR OVER 20YRS THEY HAVE SUCCESSFULLY BEEN ABLE TO ESTABLISH A GROWING NUMBER OF UK STOCKISTS FOR TUMMY TUCK JEANS.





NYDJ
Tummy Tuck Jeans

for real women with real
CURVES

NYDJ

Tummy Tuck Jeans



10 HOT STORIES

Everyone's talking about this week



GROWN-UP JEANS

This season jeans are as ubiquitous as ever. But despair not if you aren't a fan of the low-cut, underwear-exposing styles – neither was designer Lisa Rudes-Sandel. Being in her 40s, Lisa realised there was a gap in the denim market for the much neglected over-30 age group. Her solution: the Tummy Tuck Jeans. Now for the science bit... The patented 'crisscross' panel within each pair of jeans is combined with extra-stretch denim to create a corset effect without feeling uncomfortable. Sounds too good to be true? We've tried them and give them a hearty thumbs up. And, as if that isn't enough, so has Oprah Winfrey.

Tummy Tuck Jeans, from £89, come in ten different styles and washes. For stockists, tel: 020 7323 2049



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Tummy Tuck Jeans

HOW TO GET DRESSED LISA ARMSTRONG

TUMMY TUCK JEANS



Drop a dress size by wearing a particular brand of jeans? OK, it borders on a mixed metaphor and to rub salt in, it's hokum. How to make a product that helps women go down a dress size? Er, get your factory to mark all the size 12s size 10.

But bear with me, because I've tried this particular brand, and while the dropping a dress size is a shameless, although admittedly eye-catching sales ruse there are some dramatic benefits to the jeans themselves.

Firstly, they make your legs look longer. Really. How? I probably wouldn't be sticking my neck out if I suggested that it has something to do with the cut. Secondly, they make them look slimmer. And this I can explain, because I have experienced at first hand the suction power of the stretch denim they use, which incorporates a patented "criss-cross panel". Suffice to say they're so stretchy you could use them as a hammock, but don't, because that same suction that lifts your bottom and makes it considerably perter than it has for some time.

Thirdly, they come in some very dark shades of denim, which is flattering, smart, versatile and fashionable.

Fourthly, despite the compression which exerts a remarkably effective corseting effect (no more rolling bands of flesh), they are far and away the most comfortable jeans I have ever worn. Anything that allows women to enjoy the comfort of leggings without actually having to wear them is a genius product in my book.

THESE JEANS ARE SO STRETCHY YOU COULD USE THEM AS A HAMMOCK, AND THEY HAVE A REMARKABLY CORSETING EFFECT

Fifthly, they are high cut. Scary – but not as scary as flashing that overexposed whale tale and muffin top again. Plus they don't make you look like a pear, as some high waists do; presumably that's down to expert cutting too.

Sixthly, they are currently stocked in 11 styles, from drainpipes to flares and half a dozen different finishes, from pale denim to blue black, gunmetal to black.

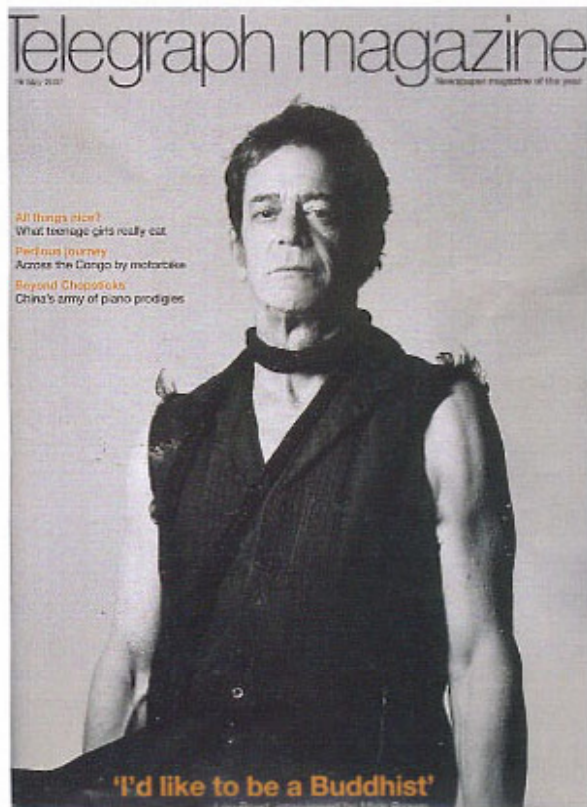
The only mild criticisms I've come up with are the slightly too orange stitching and the price, although £85-£145 for something this comfortable, durable and flattering isn't unreasonable.

Sounds too good to be true? If you've been permanently damaged by the past decade's emphasis on Jeans With Very Pretentious Names (True Religion, 7 for All Mankind), then yes. In which case, brace yourselves, because the name of above wonder jeans is the Tummy Tuck. Furthermore, they come from a company called Not Your Daughter's Jeans (NYDJ), which launched them in 2004 in the US where they're now stocked in 700 stores.

Much as I admire the American knack of not brushing a potential obstacle under the carpet (in this case the fact that not only your daughter, but anyone with any ambitions of still being vaguely cool, would be aghast at the idea of wearing jeans called Tummy Tucks) but instead confronting it head-on and turning it into a shared joke, I'm not sure about this particular case. Still, at least the branding is discreet, confined to a detachable tag and lettering inside the waistband. All of which poses some kind of soul searcher: would you wear a pair of jeans, however wonderful, called Tummy Tuck? It depends, I guess, on how big a fashion victim you really are. ■



PLUS SIX GREAT FASHIONAG • CELEBRITY SKETCHBOOKS • TUMMY TUCK JEANS



SHAPE SHIFTERS Tummy Tuck jeans may be the speediest way to eliminate inches without a trainer. These higher-waist jeans enhance the silhouette by shaping the hips and smoothing the midriff with a simple zip and fasten of a button. In three washes, from £89 (020-7323 2049; tummytuckjeans.com).

