

## CAMPUS Couture

with Lauren Smith



SHARON AESCHBACH • THE BATTALION

Freshman biomedical sciences major **Drew Posey** does not need boots with his Wranglers. Converse work well with a vintage T-shirt.

Didn't your mama ever teach you that crack kills? The cleavage low-rise jeans produce is perhaps more potent than the smokable drugs. These jeans that usually do not even cover a thong have reached their climax of popularity and seem to be on the way out. That's the good news. The bad news is that jeans for men have become more feminine in color schemes, fit and style.

Women's jeans this season leave more to the imagination as the seat of the jeans is now longer in length, making them less belly-bearing. When I say longer, I do not mean "mom jeans," made by Jordache and Lee, fully equipped with a nine-inch zipper and guaranteed to make you look like a pear. A high-waisted pair of jeans will do nothing for your figure. Getting my mom out of her Wal-Mart-bought Lee Jeans was not an easy task. She thought the \$26 Levi's with a lower cut was a splurge, but the rewards far outweigh the costs because it made her look 10 pounds lighter. Our mothers probably do not understand how their daughter could spend \$140 on a pair of Seven for all Mankind jeans or their son, \$179.50 on a pair of Diesel jeans. This spring, expect jeans for women to be more tasteful, yet sexy at the same time. Sadly, don't expect the price to go down on the designer jeans, for they will stand firm at \$105 at the lowest.

I know many a manly man who heads to the mall in hopes

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# IT'S IN THE JEANS

Leave your ultra-low rise and acid wash at the door; new denim styles have something for everyone

By Lauren Smith  
THE BATTALION



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**Helen Costello**, (left) a senior communications major, and **Shannon Hall**, a senior marketing major, dress up their jeans with funky necklaces and pointy heels.

Blue jeans may be as much of a landmark in College Station as the Dixie Chicken. This may seem like an exaggeration, but from the two-steppers in Aggie Wranglers at Texas Hall of Fame to students on their way to class, jeans are everywhere in this town.

In recent years, jeans have become more acceptable for dressier occasions, especially for women.

Charli Light, owner of Charli women's clothing store, calls jeans the new black pant.

"Jeans are a necessity for your wardrobe," Light said. "You have to have cool jeans."

The jeans that are hot right now for men and women do cost a pretty penny, running as high as \$160. Many females, even in College Station, are more than willing to lay down the cash to get into a pair of Seven for all Mankind or AG Jeans.

When Laura Claggett, a senior international studies major, pulls up to The Tap on a Thursday night, her Seven jeans help give her that extra boost of confidence.

"Paying extra for dressier jeans is definitely worth it because you will wear them so much," Claggett said. "I rationalize it like this; if I wear a \$150 pair of jeans 30 times, it is like \$5 per wear. How is that not worth looking good?"

Among the designer women's jeans, Charli carries the largest selection in town and often sells jeans for less than market value.

"We sold 120 pairs of one style from AG called Angel since September," Light said. "They run anywhere from \$105 to \$140, and we call around town to make sure the store has the lowest price."

Light said it is not only women who are benefiting from how well dressier jeans fit as many boys bring their girlfriends into the store wanting them to get a pair.

Kevin Cazalas, a sophomore business major, said he loves the way girls look in the jeans, but would never dream of getting his own pair of Seven jeans.

"I basically have not bought a new pair of jeans in years because

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