



Denim Zone
Alexander Wang
with model
Kasia Struss.

On Struss: **T** by
Alexander Wang
T-shirt, \$115. **Denim**
x Alexander Wang
jeans, \$265.

Brand- New Blues

Downtown-cool designer Alexander Wang is now doing jeans. You're going to want these on your body immediately!

In 1980 original jeans provocateur Calvin Klein got then-15-year-old Brooke Shields to utter the words “You want to know what comes between

me and my Calvins? Nothing.” Racy—but 35 years later, there’s a new, edgy American poster boy for designer jeans: Alexander Wang. *His* cam-

paign features an ultra-sexy Anna Ewers lounging on a leather armchair with a pair of jeans at her ankles... and wearing nothing else.

“*Enticing* is the right word,” Wang says, laughing. “Denim is a staple that can be worn in so many different ways, it didn’t feel right to pair it with

WANG AND STRUSS: JENNIFER LIVINGSTON; STYLIST: SOPHIERA; MODEL: KASIA STRUSS FOR WOMEN MANAGEMENT; HAIR: EDWARD LAMPLEY FORD; V-MANAGEMENT; MAKEUP: JUSTINE PURDUE FOR TIM HOWARD MANAGEMENT

anything except skin.”

Despite the head-turning billboard, though, the Denim x Alexander Wang line is about as wearable as it gets: perfect fits, basic washes, no trendy embellishments or doodads. “Jeans aren’t a seasonal thing,” he explains, “so they have to be timeless.”

Which perhaps explains why he waited so long to delve into the category in the first place—a full 10 years after the debut of his Alexander Wang line (he is also the creative director of the French design house Balenciaga). “It’s something I’ve been thinking about for a long time, but I wanted to wait until I was ready and could really do it right,” he says. Adds Barneys New York senior fashion director Tomoko Ogura: “Jeans fit seamlessly into the distinctly urban feel of his brand.”

So what *are* the ingredients of a good pair of jeans, according to Wang? For starters, he used menswear denim because it has more substance and weight. He added one-percent stretch to his slim-fit jeans so the denim would retain its shape. “A lot of



BACK TO BASICS
T by Alexander Wang T-shirt, \$195. **Denim x Alexander Wang** jeans, \$265.

wider taper from the calf down. He also cut the waistline high for the slim-fit and

him to do jeans, so I’m really happy they’re finally here.”

Wang’s Denim Tips

And because most of us don’t sit around at home naked with jeans pulled down to our ankles (wait—*do we?*!), how does Wang envision his jeans being styled? “I never like to dictate,” he says, “because the minute I do, someone inspires me by doing something different.”

That said, here are a few Wang-approved guidelines:

- Wear denim with classics you already own. “I love boy-fit [jeans] with an extra-roomy men’s dress shirt and a heel,” he says. “Skinny looks great with a tight little Henley or slip top, and I love a relaxed fit with an easy T-shirt and flat sneakers. For me, it’s all about being simple.”
- Ready to step up your denim game? Take a cue from Wang and learn how to cuff your jeans like a pro—one simple step that can change your entire look. If you’re cuffing a pair of boy-fit jeans, Wang recommends folding the legs twice: “You want a little dimension.”

“Half of my closet is filled with his stuff. I’ve been waiting forever for him to do jeans.”

—model *Kasia Struss*, above

my friends complained about saggy knees,” he explains.

In fact, his chic inner circle—which includes stylist Vanessa Traina, actress Zoë Kravitz, and the women on his design team—proved to be a valuable sounding board on several fronts. “From observing them, I noticed that a lot of jeans are cut too narrow at the bottom to go over a boot,” he says. His solution is a slightly

slouchy for the relaxed and boy-fit. Finally, Wang chose matte black rivets “so they fade away, rather than the usual copper or gold.”

A longtime friend of Wang’s, model Kasia Struss (who tried out the jeans for this story) says she couldn’t wait for the designer to debut denim: “Half of my closet is filled with his stuff,” she says. “I’ve been waiting forever for

So what’s a brand-new jeans designer’s *own* favorite pair? All-American, vintage Levi’s—Wang says he used to wear his all the time. “Mine were super oversize and had a lot of life in them. They were torn and had paint splatters,” he says. Wearing your jeans to shreds? Yeah, pretty sure Wang’s fans will be doing that too.

—with reporting by *Priya Rao*

Pick Your Pair

Wang has a wash for every mood. Here’s what to wear with what:



Perfect with: a clean white tee and sneakers for the weekend



Perfect with: a blazer and striped shirt for office casual



Perfect with: a silk blouse and pumps for a dressed-up look

Denim x Alexander Wang jeans (\$225–\$265, alexanderwang.com)