

Got Good Jeans?



Every woman knows that a good pair of jeans can be a staple of her wardrobe. But often, getting that perfect fit is anything but straightforward. Skinny jeans or boot cut? Embellished or hip-for-a-minute? And who in the world can wear “slim” fit? The choices alone can be maddening – and the buying process is generally anything *but* relaxed.

Paige McManus, a former staff director at the U.S. House of Representatives on Capitol Hill, knew the drill all too well. A confessed jeans junkie, McManus wished for a one-stop shop to find many options ... a place where she could avoid a time-consuming drive and bothersome parking and simply leave with a great pair of jeans that actually fit. She was tired of scouring the town in search of her dream denim and figured she probably wasn't alone. Numerous focus groups and hours upon hours of research confirmed her theory.

Scouting out a venue for her denim lounge-to-be was easy – Blakeney Shopping Center in South Charlotte was a perfect fit. *denimaffair*, an easy-to-access boutique with ample parking, opened last year.

Whether it's a dark rinse you desire or a cropped fit you crave, you'll find numerous selections at the chocolate and sky-blue swanky yet unassuming store. But don't be surprised if you end up leaving with a completely different style than what you had in mind. McManus and her two co-workers spend lots of time with the reps of the lines they carry and are intimately familiar with the fits of each.

“There is a perfect fit for almost all women,” says McManus.

“Because we do extensive research on each brand and fit different body types all day long, we are very well-versed at what is going to minimize 'problem areas' and maximize your best asset.”

But don't think that you'll necessarily be steered to the most expensive jeans in the store. Prices range from \$70 to \$250 a pair. If you need to stick to a budget, the girls at *denimaffair* can help you find a fitting pair that also fits the bill. They're also happy to provide you with a glass of wine or a cold soda while you shop!

What else will you find, aside from a knowing and caring sales staff? High-end lines such as Fidelity, AG, Red Engine, Anlo, David Kahn and James jeans, as well as mid-priced jeans (priced from \$70) by iT!, Miss Me, Lucky and Moto, which come in sizes 24 (size 00) to 34 (size 14). Witness, Kowboys and Vick Mayhem tops, plus other accessories, can complete the look.

While the styles McManus selects for her store are fashionable, she is quick to assure that nothing is “super trendy.” “Nothing in the store is over-embellished,” she says. “You'll be able to wear your jeans for years to come; nothing will limit you to one season.”

Styles on tap for the summer include a comeback of flares and wide legs, both of which are available in mid- and high-priced styles at *denimaffair*. Distressed and ripped jeans will also be hot this summer, says McManus. Find all of your denim needs, for both women *and* men (yes, it's about time he got a “good” pair of jeans!) at *denimaffair*, located at the corner of Rea Road and Ardrey Kell Road in the Blakeney Shopping Center. Call 704.341.4791 or visit denimaffaironline.com for more info.

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