

Denim On the Rise – 7 looks for 2020



In terms of **current jeans trends**, *gone* are the days when loyalty to a label was a deciding factor for denim buyers; or when one brand persuaded you to choose a denim jacket over another's just because the ad campaign was cool. What's forced the change? The sheer number of brands parading different looks, athleisure and the move to active streetwear staples, and more recently *sustainability* – the drive to use less water and chemicals in denim production and 'circular' production methods. So denim buyers have greater selection and can choose meticulously, but what about those styles? Looking great in denim is one trend that never changes. Here are seven key looks from hot brands to take you into the 2020.

[One Teaspoon](#) High Waist Jeans



The **latest jeans trend** - high waist - has leg-lengthening charm. Often worn super skinny to wrap and emphasize the derriere and pelvis, this effect still works better with leggings or a mini. For those with pencil thin legs go [slim to skinny](#), but for a fuller look, try a [baggier](#) denim cut. High rise jeans also accentuate the line from [calf to neck in one graceful curve](#), thus emphasizing a slimmer figure's elegance. For fuller sensuality try [flared](#) or cropped baggy.

[Levi's](#) Pleated Jeans



Classic American riveted Levi's Jeans differ from the French style. Paris Fashion Week was eager to reclaim its denim heritage last fall for S/S 2020 with [free flowing, high rising](#) and pleated denim that also harked back to the 1980s. The extra front fold can create a fulsome, billowing effect, as well as more curve. Try a [tank top](#) for a fresher look, with a [bunched sweater and cropped leg](#) to emphasize the mid-section, or a cropped [faux fur](#) or puff jacket for hourglass chic.

[L'Agence](#) High Rise Ripped Jeans



It's hard to imagine there was ever a time when ripped denim was reserved for hard up gold rushers and grazed-kneed children. Nothing demonstrates hip insouciance like ripped or shredded denim, and for maximum effect let the bared skin compliment a secondary item of clothing (white –t-shirt for paler skin, tanned top for darker). Generally speaking, the wider the rips, the more you want to sharpen the effect by going skinny and stilettoed. Alternatively, why not try a [looser summer look](#), or try [paint splashed and distressed/patched denim](#) for a trendsetting, post-modern vibe.

[Lulus](#) Cropped Denim Overalls



The denim jumpsuit is – this side of a rodeo – the best way to wear denim head to toe. Because it's one piece of clothing, it never looks over-dressed, and because its utilitarian in nature it's never overstated the way a denim jacket can be. It also smartens up incredibly well, depending on the quality and shade of the fabric. Deep blue or olive is elegant with an accompanying belt and prim sneakers, while [black](#) has rarer racing connotations. Try the bare-armed [cat suit variant](#) for hostess charm, while [paler bleached denim](#) chimes summer.

[Reformation](#) Classic Skinny Jeans



Are skinny jeans still in style in 2020? They traditionally denote feminine power, and teamed with a [cool t-shirt and heels](#) they always make a strong statement. Try black to emphasize the leg's slim contour, or with a shirt and belt for more formal concerns. The addition of a [blazer](#) will always

create a sleeker effect, but if it's height you've got and want to emphasize, a [trenchcoat and boots](#) provides the ultimate entrance.

[L'Agence](#) Kaydence Fray Jacket



A denim business jacket has the advantage of delivering the best of both worlds - both smart enough for the boardroom and modern enough to show you're thinking ahead. Oversized brass buttons bring polish and notice how the frayed edges are color-coordinated with the rest of the outfit. Denim is not always cut out for business, but a [cropped waist](#) usually signals formality; preferably in navy or darker blues.

[Calvin Klein](#) Authentic Boot-Cut Jeans



Current jeans trends owe much to the classic cowboy look. In fact, courtesy of [Old Town Road](#) and the buzz generated by younger country and western stars, the country and western look is back in style. You don't need a set of pistols and a ten gallon hat either – a little [embroidery and/or a straight or flared cut with boots](#) is fine refinery. Or you can go [50's Americana](#) with slicked back hair and cropped jacket.

[Reformation](#) Denim Shorts



One of the riskier denim outfits is the DIY shorts look; perfect for when those shredded favourites have been torn a little too much. For the best look, try high waist, slim fit denim with a cut well down the thigh but easily above the knee. The desired look for most situations should [emphasize the leg](#) rather than drawing attention to the rear or bust area, and [white or band t-shirt](#) is standard. The higher the cut the more you're dressed for the beach. For that upscale restaurant, an elegant [denim skirt](#) works better.

Denim Does It

Denim deserves credit for being the world's very first streetwear item. You could criticize it for being out of date in an athleisure dominated world or for being too common and conservative. Or you could embrace its past in the knowledge that – while it's all too easy to go incognito in jeans, and pulling off special looks takes a special slant – it's worth the effort because like a good friend, denim will always be there for you, and is full of surprises.