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POWER DENIMS

If Obama can wear them, so can you. Jeans are now acceptable everywhere: from the boardroom to the nightclub. Here's how to charge up your denims

WORK & BUSINESS

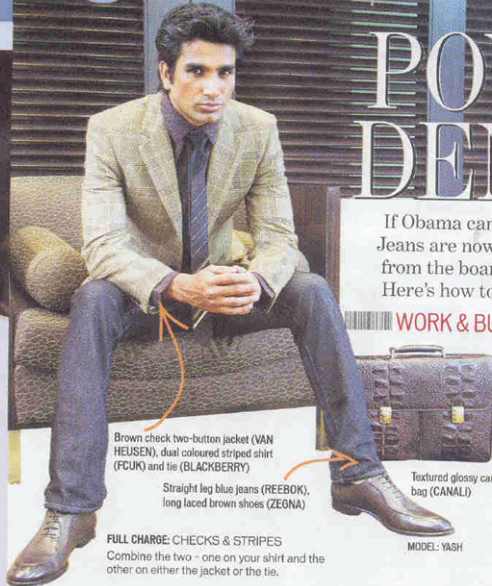
JEANS ARE THE NEW FORMAL TROUSERS: Wear your denims to work - but choose a plain, solid coloured pair that looks as good as new whenever you wear it. Refrain from choosing pale or light colours for the office or styles that use attention-seeking buttons instead of rivets, embroidery, prominent branding or any other colour - whether in the form of thread or fabric patches.

Match your jeans with a crisp business shirt, contrasting coloured plain or printed tie and a short length, but sharp stand-alone jacket (one that does not look as if it's missing trousers with it). Accessorise with a simple leather belt, well-maintained laced shoes and a smart carry bag.



Yatan Ahluwalia & Jojo

male polish



Brown check two-button jacket (VAN HEUSEN), dual coloured striped shirt (FCUK) and tie (BLACKBERRY)

Straight leg blue jeans (REEBOK), long laced brown shoes (ZEONA)

Textured glossy carry bag (CANALI)

MODEL: YASH

FULL CHARGE: CHECKS & STRIPES

Combine the two - one on your shirt and the other on either the jacket or the tie.

BUSINESS TRAVEL & LEISURE

COMFORT CLASS: Wear jeans when you jet set between meetings, clubs, power lunches and golf courses. Choose any shade of blue or a pair that has varying hues of it on it. Opt for the cling and slim fit - it's a lot easier to live with, especially when you travel. Most denims are crease free - so rest assured your lovers won't end up looking creased or wrinkled when you land or reach where you have to.

Unlike with trousers, jeans are acceptable when presented day after day - as long as you change what you are wearing on top and under them. You can match your denims with golf shirts, lightweight jackets, soft cardigans, plain or printed shirts (the latter are optional) and comfortable slip-in laceless shoes.

FULL CHARGE: V-NECK AND CUT SLEEVE CARDIGANS

Wear them over fitted shirts - warmer ones for winter and lightweight cottons for summer. Strong colours are recommended. Take our word for it: waistcoats will soon be a thing of the past.

Fitted blue jeans (LERRIS), laceless grey glossy shoes (TOD'S)



Formal business shirt with turn up cuffs (ZEONA), cut sleeve V-neck cardigan with buttons (JOHN PLAYERS), dual coloured metallic printed tie (BLACKBERRY)

DESIGN

The cuts and styles you can choose

Straight / High & Low Waist: The circumference of a straight cut pair is consistent from the hip, down to the leg and is slim through to the ankles and bottom. The bottom is close to the ankle and does not flare out.

Slim / Tight / Snug Fit: The skinny jean is tapered through the end of the ankle. This type of jeans requires a good and fit body or smaller hips and a tall or lean build.

Relaxed / Loose / Anti-Fit: The baggy or relaxed fit tends to fit snug at the waist and starts to flare out at the hip level and either goes that way all the way to the hem or falls straight down from knee level.

Boot / Flared Cut: The boot cut is tapered to the knee and is slim in the thigh area but tends to go slightly wider from the knee, down to the hem. Some flared styles may end as bell-bottoms (avoidable) as well.

MODEL: ASHGH