#### YOUR FEEL GOOD DENIM

#### ESSENTIAL DENIM GUIDE



### THE FDJ DENIM STATE OF MIND

We're a Montreal-based fashion brand.

Creating high-quality ready-to-wear with exceptional fit for over 40 years.

We're proud to be an all-women team dedicated to catering to the needs of real women and their modern, busy lifestyles.

Our goal is to provide fashion that empowers women and helps them express their individuality without sacrificing comfort for style.

Female empowerment is our policy at FDJ.



#### DIVE INTO OUR DENIM WORLD.

Instead of limiting all women to the same pair of jeans, ours come in all shapes and sizes - each with a distinct silhouette and style. We aim to celebrate our differences and beauty with four signature fits.

## MADE FOUR ALL.

#### SUZANNE

**THE STRAIGHT** Made for women with straight hips and smaller curves.

#### PEGGY

THE CURVY Made for women with a defined waist and broader hips.

#### OLIVIA

**THE HOURGLASS** Made for women with balanced hip-to-waist ratio proportions.

#### CHRISTINA

THE LIFTER Made for women with slender hips, who need extra room in the rear.

## SUZANNE

#### THE STRAIGHT

Made for women with straight hips and smaller curves.

#### FIT

- High-rise
- Sits at the natural waistline
- Covers the navel
- Available in Petite

#### BENEFITS

- Timeless
- Versatile
- Flattering fit



# SUZANNE STRAIGHT LEG — 6719660

## PEGGY

#### THE CURVY

Made for women with a defined waist and broader hips.

#### FIT

- High-rise
- Sits at the natural waistline
- Covers the navel
- Available in Petite

#### BENEFITS

- Enhanced comfort
- No waistband gap
- Flattering fit



## OLIVIA

#### THE HOURGLASS

Made for women with balanced hip-to-waist ratio proportions.

#### FIT

- Mid-rise
- Sits just below the natural waistline
- Sits right below the navel
- Available in Petite

#### BENEFITS

- Accentuates the waist
- Smoothing and shaping
- Universally flattering





## CHRISTINA

#### THE LIFTER

Made for women with slender hips, who need extra room in the rear.

#### FIT

- Mid-rise
- Sits just below the natural waistline
- · Lifts and contours the rear
- Sits right below the navel

#### **BENEFITS**

- Lifted and perky look
- Enhanced rear curves
- · Comfortable and flexible



## GET FAMILIAR WITHOUR DENINI FABRICS



## *COOL* DENIM



- Crafted with trademarked Coolmax fibres
- Designed for an effortless and fresh feel all day long
- Climate control technology ensures
   temperature regulation
- High-stretch fabric feels like a second skin
- Available in various silhouettes and leg styles





## *CROSS* HATCH



- Eco-friendly styles
- Sustainable materials
- Reduces waste minimizing carbon footprint
- Woven with uneven yarns for a very unique crisscrossed texture
- Available in various silhouettes and leg styles







## *SUPREME* DENIM



- · Crafted in three versatile washes
- Built to last
- Relaxed fit fabric
- Fine soft yarn, gives a nice dark wash
- Available in various silhouettes and leg styles





PLEASANT / DELIGHT: 68% COTTON 30% POLYESTER 2% ELASTANE

BLACK: 50% COTTON 40% POLYESTER 2% ELASTANE





BLACK

## *D-LUX* DENIM



- Pull-on style
- Stretch fabric
- Designed with a comfort elastic waistband
- Available in various silhouettes and leg styles





EBONY/OTHER: 74% COTTON 23% POLYESTER 3% LYCRA



## *ONYX* DENIM



- True black denim
- Form-fitting fabric
- Versatile
- Available in various silhouettes and leg styles





### *CLASSIC* DENIM

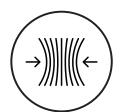


- Crafted in iconic rinse blue wash
- · Comfortable and versatile
- Soft yet durable denim
- Available in various silhouettes and leg styles









- Exclusive Ponte fabric
- Perfect for a clean look
- Luxurious blend that combines softness and comfort
- Features our signature Wonderwaist
- Available in various silhouettes and leg styles





SUZANNE STRAIGHT LEG 6496396

WEAR YOUR FIT-OWN YOUR STYLE





#### HOW TO CARE FOR YOUR DENIM

#### WASHING INSTRUCTIONS A LITTLE BIT OF DENIM MAGIC GOES A LONG WAY



Turn jeans inside out and machine-wash in cold water on a gentle cycle using mild detergent.



Hang jeans, smooth out any wrinkling and allow to air-dry.

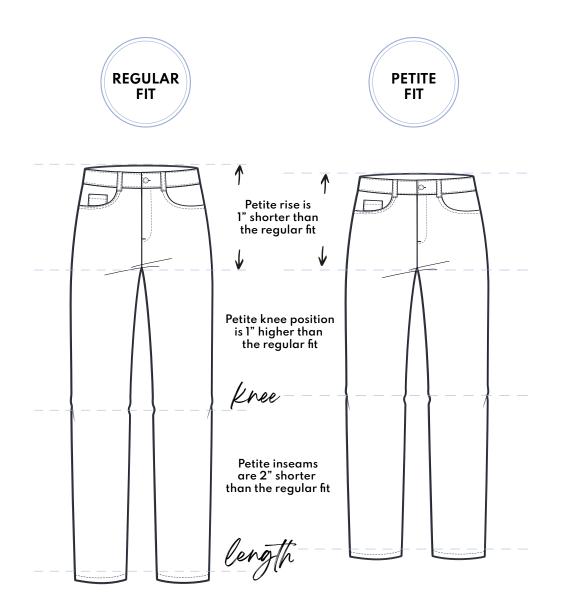


Woes of dark denim bleeding dye? Let your jeans take a luxurious 30-minute soak, then rinse and let them air-dry. Grab a bathtub or a bucket, pour in enough cold water to fully submerge your jeans, and sprinkle in 1 cup of white vinegar.



#### **5'4" OR SHORTER**

#### YOUR PERFECT FIT MIGHT BE A PETITE

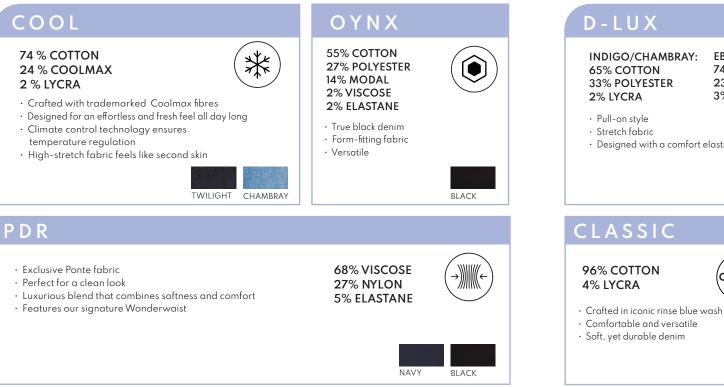


#### SIZE GUIDE

Fit/Size	0/0p	2/2p	04/4p	6/6p	8/8p
Suzanne	W: 28	W: 29	W: 30	W: 31	W: 32
	H:38	H:39	H:40	H:41	H:42
Peggy	W: 28	W: 29	W: 30	W: 31	W: 32
	H:39 1/4	H: 40 1/4	H:41 1/4	H:42 1/4	H:43 1/4
Olivia	W: 28	W: 29	W: 30	W: 31	W: 32
	H:38	H:39	H:40	H:41	H:42
Pull-on	W: 28	W: 29	W: 30	W: 31	W: 32
	H:38	H:39	H:40	H:41	H:42
Christina	W: 28	W: 29	W: 30	W: 31	W: 32
	H:38 1/4	H: 39 1/4	H: 40 1/4	H:411/4	H:42 1/4

10/10p	12/12p	14/14p	16/16p	18/18p	20/20p
W: 33	W: 34 1/2	W: 36	W: 37 1/2	W: 39 1/2	W: 41 1/2
H:43	H:44 1/2	H:46	H:47 1/2	H:49 1/2	H: 51 1/2
W: 33	W: 34 1/2	W: 36	W: 37 1/2	W: 39 1/2	W: 41 1/2
H:44 1/4	H:45 3/4	H:47 1/4	H:48 3/4	H:49 1/2	H: 52 3/4
W: 33	W: 34 1/2	W: 36	W: 37 1/2	W: 39 1/2	W: 41 1/2
H:43	H:44 1/2	H:46	H:47 1/2	H:50 3/4	H:51 1/2
W: 33	W: 34 1/2	W: 36	W: 37 1/2	W: 39 1/2	W: 41 1/2
H:43	H:44 1/2	H:46	H:47 1/2	H:49 1/2	H:51 1/2
W: 33	W: 34 1/2	W: 36	W: 37 1/2	W: 39 1/2	W: 41 1/2
H:43 1/4	H:44 3/2	H:46 1/4	H:47 3/4	H:49 3/4	H:51 3/4

#### **DENIM FABRICS\*-**



#### COMPOSITION

D-LUX		CROSSHATCH			
INDIGO/CHAMBRAY: EBONY/OTHER 65% COTTON 74% COTTON 33% POLYESTER 23% POLYESTE 2% LYCRA 3% LYCRA			60% COTTON 34% RECYCLED POLYESTER 4% VISCOSE 2% ELASTANE		
<ul> <li>Pull-on style</li> <li>Stretch fabric</li> <li>Designed with a comfort elastic waistband</li> </ul>			<ul> <li>Eco-friendly styles</li> <li>Sustainable materials</li> <li>Reduces waste minimizing carbon footprint</li> <li>Woven with uneven yarns for a very unique crisscrossed texture</li> </ul>		
	INDIG	O EBONY	DARK BLUE MEDIUM	WASH	
CLASSIC		S U P R E	ME		
96% COTTON 4% LYCRA	CLASSIC	PLEASANT / DE 68% COTTON 30% POLYESTE 2% ELASTANE	IGHT: BLACK: 58% COTTON 40% POLYESTER 2% ELASTANE		

- Crafted in three versatile washes

MIDNIGHT

### 2% ELASTANE

DELIGHT





PLEASANT BLACK

• Built to last • Relaxed fit fabric

• Fine, soft yarn, makes for a nice dark wash

#### WAIST

Measure the smallest part of your torso. Make sure to measure your body, not over your clothes.

#### INSEAM

Measure inside the leg from the crotch seam to the ankle bone/floor.\*

### HOW TO MEASURE

#### **MEASURE YOUR WAIST**

Locate your natural waistline, the narrowest part of your torso between your ribs and hips. It is typically located just above your belly button. Maintain a relaxed posture while leveling the tape around your waist.

#### **MEASURE YOUR HIPS**

**HIPS** 

Measure the hips

at the fullest part, usually around the seat.

> Wrap a flexible measuring tape around the widest part of your hips, ensuring it is parallel to the floor, to accurately measure your hip circumference.

#### **MEASURE YOUR INSEAM**

To measure your inseam, take a measuring tape and measure from the inner crotch seam to the bottom of your ankle bone/floor<sup>\*</sup> while standing upright with your legs slightly apart.

\*For ankle length, measure to your ankle bone. For full length, measure to the floor.

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