

D is for Denim

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Denim is much more than a trend; it is a symbol of style that has become a timeless icon and a key fabric in Stradivarius collections.

This season, a selection of the brand's jeans feature a "D" label on the back. This "D" celebrates the authenticity and versatility of denim and invites us to explore its evolution through the decades because each letter is paired with a number that references the historical decade Stradivarius has drawn inspiration from to design each fit.

In the 1970s, high-rise jeans with fitted waists and wide legs took center stage. Inspired by this era, key styles include the **D71 Wide Flare** with a wide cut, feminine style, and cinched waist, the **D72 Bootcut**, mid-rise and slightly flared, the **D74 Flare Slit**, designed to elongate the silhouette, the **D76 Flare Joggings** made from stretch fabric, the **D77 Minimal Pockets** with a dressy style, and the **D78 Cropped Flare**, high-rise, flared, and ankle-length.

In the 1980s, washed-out effects, varied finishes, and oversized fits became popular. Stradivarius draws inspiration from this decade to design the **D82 Balloon Fit**, a low-rise jean with a wide, curved leg.

In the 1990s, straight-leg jeans gained popularity as denim embraced a more urban identity. Stradivarius introduces the **D92 Straight Wide**, a highly versatile, wide, mid-rise fit, the **D96 Straight Cropped**, a wardrobe essential, the **D98 Straight**, slim through the leg and waist and a viral hit on social media, and the **D99 Wide Straight Loose**, with a relaxed waist and skater aesthetic.

In the 2000s, streetwear aesthetics with embroidery, decorative details, and fitted silhouettes dominated denim trends. Stradivarius designs the **D04 Flare Low**, a low-rise jean crafted from stretch fabric to commemorate this era.