

## Denim of Interest

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### Which D are you?

Stradivarius presents its new Denim of Interest campaign. The brand's new editorial portrays the life of a sophisticated woman whose daily routine takes place under the constant surveillance of security cameras. Through visual resources, the campaign reveals that the real protagonist and the centre of attention are her jeans.

For Stradivarius, denim is a real key item: a timeless classic and a must-have fabric that sets the trend every season. As in previous collections, the jeans include a label with the letter 'D' on the back. Each 'D' is accompanied by a number that evokes the historical decade that inspired the design of the fit.

The new collection maintains essential fits such as the D92 Straight Wide, now available in on-trend shades such as brown, and the D98 Straight, versatile and perfect for everyday wear. The commitment to wide and relaxed cuts continues with models like the D99 Wide Loose, D88 Baggy Wide, D91 Low Wide and the D82 Balloon Fit. Stradivarius suggests wearing these fits one size larger than usual to achieve a low-waisted effect, which gives a casual, relaxed and cool look. The D71 and the viral D77 also stand out, essential for their flattering patterns that stylize the legs and have become true classics of the brand.

Discover the new Stradivarius trends in jeans.