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LIVING Guide for guys on good jeans

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Because guys deserve a good jeans guide when they're dropping hundreds on a single pair, GQ magazine offers its 10 best jeans. Best torn and frayed: Tsubi's Skidd Kid Dee Dee, \$265. Artfully shredded by the Aussie trio who perfected hand-distressed denim. Best dark denim: A.P.C.'s New Standard, \$140. From the minimalist French label known for its overdyed jeans that age brilliantly. Best classic: Levi's Capital E "Matchstick," \$138. The expert's specialty line revives hand-tailoring techniques from the 1870s. Best cause: Gap (Product) Red's Buckle-back, \$198. Founded by Bono, the (Product) Red line donates half its profits to fighting disease in Africa. Best standard: Diesel's Viker 71G, \$290. The Italian denim stalwart makes the kind of worn-in straight-leg jeans any guy can carry off. Best slim fit: Acne Jeans' Max Raw, \$199. Sweden's of-the-moment brand, made for tall, lean types. Best (understated) designer: Prada Linea Rossa's Classic Fit, \$415.

High-fashion jeans that don't look it. Clean, classic and unadorned. Best all-around: Earnest Sewn's Fulton 06, \$195. The young American line has perfected the higher-rise cut. Best straight leg: Dior Homme by Hedi Silmane, \$485. The jean favored by every fashion kid in the industry.

GET 'EM WHILE THEY'RE HOT

The hottest celebrity trend in 2007 will be adopting an African baby, say the authors of "Next Now: Trends for the Future."

The book, released in December, dishes other trends identified by authors Marian Salzman, executive vice president and chief marketing officer of U.S. advertising firm JWT Worldwide, and Ira Matathia, managing partner of brand consultancy NoFormula.

OTHER TRENDS

GET A CAUSE: Being green is now all the rage in Hollywood, with hybrid cars serving as de facto merit badges for eco-conscious celebrities.

BOLLYWOOD MANIA: Comcast now hosts a "Bollywood on Demand" channel, and Netflix has added a large selection of the flashy Indian films. A few of Bollywood's stars will break through, led by Aishwarya Rai, the L'Oreal spokeswoman.

GOSSIP GURUS: Celebrity gossip blogs are hitting the big time. Stars are befriending these Hollywood outsiders as a way to generate favorable mentions, and this, in turn, is transforming these bloggers into junior celebrities.

GOING THE RACHAEL RAY WAY: The meals guru's focus on speed and simplicity and her anecdotal chatter strike a chord with viewers who are wary and time-pressed in equal measure. Ray will upstage Oprah as America's next gal pal by turning meals into events to look forward to.