

Denim Clinic

Shopping for jeans can be frustrating especially when you can't find the right style for your shape. But now thanks to Donna Ida Thornton's 'denim clinics' and new technology you're less likely to make an expensive fashion mistake

The queen of jeans Donna Ida Thornton wasn't always a fan of denim. "I loved jeans but kept getting it wrong," says Thornton. "I needed to be fitted properly and wasn't getting the help I needed."

But it was this succession of bad experiences that led to her opening her first denim-only store, **Donna Ida**, in 2006. Thornton has since opened three more, including one in Westfield Shepherd's Bush.

And, in every store, customers can book in for the Denim Clinic and receive specialist jeans advice. "The appointments make women feel special and ensures they receive attention as soon as they walk in the door. We know their size beforehand and so we pull out some styles for them to try on straightaway.

"Jeans have a bad reputation as being uncomfortable but thanks to new technology and fabrications, they now have stretch in them making them more wearable."

And according to Ida, they can be worn by any body shape and size. In fact, Donna Ida stocks J Brand jeans in a size 23, and Not Your Daughter's Jean go up to a 34 size.

"The thing with jeans is that if the fit is amazing they will make you feel so much taller and thinner. But if it's a bad jean and doesn't fit properly it can be the worst thing," says Ida.

As for care instructions, Ida suggests washing denim after every second wear. Turn jeans inside out, and place on a gentle, cold wash, and avoid putting them on the radiator or in a tumble dryer because the heat can make the elastic brittle.

Finally, what's on the horizon for denim this season? "Lots of colour. It's all about brights, pastels, neons and printed denim."

Visit the **Donna Ida website** for more information about the Denim Clinic.

