



Article published on June 26th 2012 | [Shopping](#)

There are few more arduous tasks in fashion than buying a new pair of jeans. That's because good jeans should feel like an extension of your body, and that's a rare feeling to find. Plus, if you're on a hunt for a new pair, the likelihood is you just had to throw your last favourite pair away – so these new jeans have a lot to live up to. But by following a few simple rules, buying a new pair of jeans doesn't have to be difficult. Here's a denim fit guide for men to get you started.

First, think about your body shape. It's something that a lot of fashion-conscious women ponder all the time, but men don't necessarily think about as much. Are you tall and lean or short and stocky? Perhaps you're of average height and build and you're looking for something that will give you a more distinctive silhouette. Or maybe you're of an athletic physique and find it difficult to get your muscular thighs into an average pair of jeans. Whatever your body shape, there's a pair of jeans out there for you – you just have to find them.

Next, think about where you'll be wearing your jeans. If you work in a casual office, the likelihood is that you wear jeans nearly every day. If that's the case, stay away from styles at which your boss might raise an eyelid. That includes huge flares, logo-emblazoned jeans and jeans that are ripped or distressed. On the other hand, if you only wear jeans at home or on weekends, let your creativity run free.

Then it's time for you to actually go into a shop and see what's on offer. Athletic and stocky builds should go for relaxed fit jeans that gently shadow your body shape and are the ultimate in comfort. However, if you're thin or lean, relaxed fit jeans can look a little too baggy, which is something to bear in mind if you're planning to wear them to smart occasions. However, thin and lean body shapes will look great in skinny jeans, one of the biggest revelations in men's jeans this decade. Still, it's important not to wear jeans that are too tight as this can look undignified. So if skinny jeans show off a little too much for your liking, go for a tapered cut with a loose thigh.

Once you've found your new pair of favourite jeans, be sure to preserve their lifespan by taking good care of them. The best way to preserve jeans is to not wash them too often. Most jeans can cope with several weeks' worth of wear before needing to be washed. When you do wash them, turn them inside out so the colour doesn't fade and be sure to dry them naturally rather than in the tumble dryer.

Article Source:

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Jesse Wallace writes for a digital marketing agency. This article on a [men's jeans](#) has been commissioned by a client of said agency. This article is not designed to promote, but should be considered professional content.

Article Keywords:

Men's jeans, denim fit guide, men's jeans guide, jeans buying guide, men's jeans styles

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