



WOMEN'S JEANS
**DENIM
 STYLE GUIDE**

Find your fit and feel good in F&F denim

[Shop all women's jeans >](#)



1
**SLIM LEG
 JEANS**

Slim fitting from the hips to the knees with a straight leg to the ankles

[Shop slim leg jeans >](#)

2
**CONTOUR
 JEANS**

Containing LYCRA® BEAUTY for long-lasting stretch and fit, our F&F Contour range is designed to smooth and shape you comfortably

[Shop contour jeans >](#)



3
JEGGINGS

An ultra-skinny fit that pulls up just like leggings with added stretch for comfort

[Shop jeggings >](#)

4
**BOOTCUT
 JEANS**

A timeless and flattering fit that's slim to the knees with a widened hem

[Shop bootcut jeans >](#)



5
**SKINNY
 JEANS**

A modern classic fit that skims from the hips through to the ankles

[Shop skinny jeans >](#)

TREND HEADING
FEEL-GOOD DENIM

We caught up with our design manager and denim expert Jayesh Mandalia, to talk about F&F's denim journey and our commitment to sustainable denim



4
**LESS IS
 MORE**

We develop our own denim base colours so we are using less water, energy and chemicals to wash down garments. For example, for a very light wash jean we start with a mid or light base colour rather than washing down from dark indigo denim



5
**KEEPING
 SCORE**

We are constantly benchmarking ourselves to monitor the environmental impact of the washing process. We use EIM scoring software by Jeanolgia to make sure our garments fall within the low impact category

[Cta text >](#)



TREND HEADING

FIND YOUR FIT

With five denim fits available, there's a pair of jeans to suit every man. Browse our fits below and choose your denim style

[Shop all men's jeans >](#)

FIND YOUR FIT

SKINNY JEANS

A modern cut, skinny jeans hug the body while giving optimum movement and comfort

[Shop skinny jeans >](#)


FIND YOUR FIT

SLIM LEG JEANS

Slim leg jeans sit below the natural waist and are narrow through the leg

[Shop slim leg jeans >](#)

FIND YOUR FIT

STRAIGHT LEG JEANS

A classic style, straight leg jeans have a fitted look that sits straight down the leg

[Shop straight leg jeans >](#)


FIND YOUR FIT

BOOTCUT JEANS

Finishing at the arch of the foot, the bootcut style sits straight at the thigh with a wider hem

[Shop bootcut jeans >](#)

FIND YOUR FIT

LOOSE FIT JEANS

The loose fit sits away from the silhouette with a relaxed feel

[Shop loose fit jeans >](#)
