

PZI Jeans launches the premiere Skinny Jeans Collection for Curvy Women

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ATLANTA, GA –Atlanta-based PZI Jeans recently announced the launch of a unique collection of skinny jeans made just for curvy women. PZI Jeans is now offering 10 different styles of skinny jeans that are becoming all the rage of curvy fashionistas.

“PZI Jeans was one of the first denim lines to develop a skinny jean for curvy women, we have taken it a step further to offer an entire collection of PZI Skinny Jeans, designed especially to meet the fit challenges of curvy women,” said PZI Jeans Co-Founder and Vice President Claire Jason.

PZI Jeans tested their fit on various models, then fine tuned their fit, adding more fabric in the hips and rear and that special PZI Jeans tapered waist. “We finally had a Skinny Jean that really fits the not so skinny curvy woman! We were very surprised at our customers’ reaction and cannot begin to tell you how fast our PZI Skinny Jeans flew off our store’s shelves!” said Jason.

PZI Jeans has mastered the science behind fitting the curvy woman with all of their denim products. PZI Jeans will now offer many different styles and colors of Skinny Jeans for curvy women, including the Curve Skinny, The Lindsay Skinny, The Victoria Skinny, The Classic Skinny, The Black Jet Skinny, The Buckle Skinny, The Annie Hall Skinny, The Pewter Skinny, The Olivia Skinny and the Sky Ankle Skinny. PZI Jeans also has priced their jeans at recession friendly prices everyone appreciates, PZI Skinny Jeans retail at 69.00-79.00.

“The industry said curvy women should never wear skinny jeans or they would look like an ice cream cone, so many lines did not offer a skinny jean for curvy women. Initially we did not offer our customer the skinny jean either. But, our customers kept asking for the skinny jean. So we started researching, studied and developed the perfect skinny jean for curvy women,” said

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Although PZI Jeans designers constantly follow fashion trends they do not take everything written in the media about what a curvy woman should or should not wear to heart. "The curvy woman's concept of her fashion style is misunderstood by a many in the fashion media, the success of our PZI Skinny Jeans is proof of this fact," said Jason.

PZI Jeans was founded in 2002 by Atlanta attorney, Daniel C. Jason and his wife, Claire Jason, also an Attorney. PZI Jeans was recently tapped by Inc. Magazine as one of the fastest growing private companies in America. An accolade shared by companies as notable as Microsoft and Oracle.

PZI Jeans are available in sizes 4-16 with short, regular, long and extra-long lengths/inseams so that women short and tall can buy her jeans off the rack with no more costly alterations.

PZI Jeans are available at select Macy's Stores and over 600 retail stores in the United States and overseas with plans to expand into South America. For more information about PZI Jeans, log on to www.pzijeans.com.