

A Review in Developing Body Shaping Jeans

Aisyah Mohd Yasim, Rosita Mohd Tajuddin, Wan Samiati Andriana Wan Mohd Daud

Faculty of Art & Design, Universiti Teknologi MARA, 40450, Shah Alam, Selangor Darul Ehsan, Malaysia

*Corresponding Authors Email Address: echayasim@gmail.com

Received: 1 June 2019 / Accepted: 15 October 2019 / Published online: 30 December 2020

Abstract

Most Malaysian women who have bigger lower torso areas, wish to tighten up the hips to enhance the overall shape. However, many Malaysian women encounter difficulty in finding form-fitting jeans that flatter their body shape and smooth out the problematic areas. Despite the pressures of beauty expectation in today's world, many designers have created garments that accentuate their figure to looking slimmer and curvier at the same time. Thus, this study analyzed the review on designers' trends and experiments conducted by researchers towards designing body shaping jeans and its potential to accentuate one's figure besides being stylish and comfortable for daily wear. The production of these attires will help to enhance the innovation in textile design technology while establishing good collaboration between the design experts and manufacturing companies.

Keywords - Body Shaping Jeans, Fabric, Jeans, Body Shaping Garments

1. Introduction

The desire to attain a perfect physique, in particular, a curvier and slimmer silhouette is essential in recent years. This is due to the constant bombardment of such images by celebrities and top models by mass media in the fashion and beauty industries. Eventually, this has created various market demands in the fashion industry. Not only that, but this also increases the number of attention individuals give towards their appearance. Consumers wanted to look slim, sophisticated, and trendy at all times. Predominantly, women are more affected by this issue (Richins, M. L., & Dawson, S, 1992).

Jeans are casual pants that come in many styles, colors, and fits, which include skinny, tapered, slim, straight, boot cut, cigarette bottom, narrow bottom, low waist, anti-fit, and flare. Jeans are made of denim, a type of hard fabric with different levels of elasticity and durability which makes jeans different from ordinary pants. Therefore, despite being fashionable, jeans are worn as protective garments by some individuals, such as motorcycle riders, due to their high durability (Richins, M. L., & Dawson, S, 1992). Subsequently, parallel to the era of technology, jeans have undergone different types of modification in the manufacturing industry to suit customers' demands such as yoga jeans, jeggings, and body contouring jeans (Rahman Osmud, 2011). These modifications were made as women in today's market pay more attention when buying clothes, as they want to satisfy their individual's style and taste and at the same time feel and look more attractive by hiding imperfections and accentuating their beauty.

This has led to the development of various clothing types that were made to emphasize physical appearance while satisfying their needs and wants. Clothing for women served not only the basic function of clothing but are designed to accentuate and shape one's figure to appear slimmer and more attractive. Several researchers and fashion designers have conducted different experiments in designing body-shaping jeans to cater to the market demand. Based on the review, it can be seen that the body shaping jeans approach is based on the combination of fabric, seam, and design. The implementation of these design onto specific area tend to

encounter the problematic area of the wearer as it helps to smooth and hold in the stomach, hips, inner and outer thighs while lifting the seat. At the same time, allowing for flexibility, comfort, and conformity to the individual's physique with a free-floating lower edge. This will also aesthetically improved shaping of the seat, hips, and flattened stomach for a more natural and sophisticated appearance.

1. Evolution of Jeans

The original blue jeans came about in the mid-19th century and were known as dungarees. At first, jeans were used for utilitarian purposes that requires physical labour and were worn by mostly miners and farmers. During, the Second World War, the symbolic meaning of jeans evolved because of the California Gold Rush Era in 1850's (Rahman Osmud, 2011). Ever since, jeans were declared as 'essential commodities' as more durable work clothes were required whereby 'waist overalls' became a post war craze at the time (Gordon, 1991).

In the 1930s, jeans became a popular fashion among the youth culture along with the rising of the 'Western-style Jeans' (Rahman Osmud, 2011). Jeans began to be used as a fashion statement influenced by their cultural expression. Along with the rising of punk music culture in the 1970s, jeans design took a remarkable turn by creating skinny jeans that oppose the previous baggy jeans. Jeans are made into the skinny design, whereby the cutting of the jeans is tight and closely fitted to the body. During this era, designer brands such as Sergio Valente (1975), Calvin Klein Jeans (1978), and Gloria Vanderbilt (1979) started to emerge and jeans were no longer graded as a low-priced fashion item but a symbol for social, youth, and economic status. Today, in the early 21st century, the concept of jeans has once again taken a remarkable turn into a new dimension (Rahman Osmud, 2011). The usage of jeans has evolved from workwear to casual wear followed by premium wear and now, functional wear (Khalil, E., 2015).

1.1 Jeans Design Characteristics

Nowadays, jeans come in various styles, colours, finishing, and fits. The cuttings include skinny, tapered, slim, straight, boot-cut, boyfriend, and flare jeans. Different cuttings of the jeans give different looks to the wearer. Furthermore, there are also 3 types of jeans rise which include high rise, medium-rise, and low rise. Traditionally, the basic colour of jeans is light blue, but today, there are many different colours to choose from based on consumer preferences. According to Rasband (2001), colour can signify as one of the most crucial and visible cues of many apparel products. Jeans are made of denim, a type of hard fabric with different levels of elasticity and durability, and can be divided into 3 categories based on their weight that is lightweight, medium weight, and heavyweight. The quality of jeans is described based on the appearance, and weight of the fabric (Fiore, 1992).

1.2 Jeans Attributes

According to Myers and Shocker (1981), attributes are described as dimensions or features that are used to compare different aspects of products based on their distinct alternatives. These attributes are important to identify the criteria consumers are looking for when buying jeans. Six attributes of jeans that were identified include style, comfort, fit, price, brand name, and country of origin (Rahman Osmud, 2011). Based on research conducted by Wu and DeLong (2006), the most crucial attributes that signify satisfaction with apparel products were comfort and fit. Comfort includes garment thermal effects (e.g. ventilation, heat distribution), and mobility (e.g. ease of movement, flexibility). Meanwhile, the fit is how well a particular garment can conform to an individual body type or size. Fit is often associated as one of the most important features when buying jeans and pants (Zhang, 2002). When a garment perfectly fits a person, automatically it will fulfill their personal taste, style, physical comfort and at the same time helps to contour and accentuate the body.

2. Body Shaping Wear

The invention of the girdle, served as the starting process in creating a garment that helps to beautify and reshapes the bottom half of the female body (James, 2015). Commonly used to change the body contour, a girdle helps to sculpt and accentuate the positive attributes of the wearer. A girdle works by compressing the stomach, hips and thigh areas to distribute the subcutaneous fat of the wearer to make the lower half look

slimmer. However, in recent years, the use of the conventional girdle has become a disfavor by women as they cause discomfort and pain. In order to compress the body, the girdle is made using hard material which confine, constrain and restrict the body hence making it uncomfortable to wear. The tight design is also affecting the blood circulation of the wearer due to the high pressure that is applied on the stomach and hip areas. Subsequently, with the help of the latest technology, the fashion and apparel industries attempt to fill in the void by creating different alternatives in creating body contouring garments such as body shaping jeans.

3. Challenges encountered by Malaysian women in finding body shaping jeans

Jeans have been fashionable and very popular throughout the years, (Wong, 2014). Jeans are more commonly used by women as a signifier to physically accentuate an important part of the wearer's body, or to conceal its flaws, (Rahman Osmud, 2011). For women with bigger hips, they wish to tighten up the hips in order to enhance the overall shape. However, many Malaysian women have difficulty finding form fitting jeans that flatter their body shape and help to define their silhouette. A problem with tight jeans is that they are very uncomfortable, yet do not offer support for the wearer's body to hold in and smooth out certain areas that need added support (Bickel,1995). To address these shortcomings, this research reviews body shaping fit system for body contouring intended to provide a singular garment that act as a mixture of shapewear and jeans which helps to contour and accentuate the hips and buttocks of the wearer. It also helps to smooth and create a slimming effect on the tummy in a non-binding, non-constricting comfortable manner.

Now-a-days, jeans garments undergo various types of modifications using different construction methods. The present day trend indicates that the consumer is interested to wear jeans as it is stylish and comfortable (Connell,2005). These eventually have created the evolution of the jeans' market which led to the development of some unique and creative methods for the processing of jeans garments.

Subsequently, as new techniques for jeans have been developed throughout the years, there is a continuing desire to address the demands of the consumer (Gordon, B. (1991). Today, consumers desire off-the-rack, form-fitting jeans for their own seat and hip shapes, without having to pay for custom tailoring (Tulin, 2015). Creating patterns and designs for custom tailoring is costly and cannot be afforded by Malaysian women in general. Apart from that, there is no standard sizing that is suitable for women in Malaysia as most of the jeans produced are following the US standard sizing. These matters are of concern mainly by women who want their jeans to have a tight, form fitting look, where the jeans conform to the shape of the body. Furthermore, consumers want form flattering jeans that mold and shape the body's natural silhouette, while flattering the body's natural curves (Rahman Osmud, 2011).

Besides that, form fitting jeans can actually appear to be too tight in some areas, and too loose in others. Consumers generally indicate these problematic areas to be the stomach, hips, seat, and thighs (Rahman Osmud, 2011). After repeated wear, what were once tight-fitting jeans can noticeably begin to stretch, sag, and wear in the fabric around these areas of the body As a result, the jeans can actually emphasize flawed areas of the body rather than flattering the natural curves and shape of the wearer. At the same time, jeans manufacturers do not take into consideration the need to provide increased support for these body areas.

4. Findings

A body shaping system for jeans is based on the concept of actively shaping the body's silhouette that contours and accentuates the stomach, hips and buttocks of the wearer (Tulin, 2015). As jeans is said to be the most fashionable item that will last throughout the years (Gordon, B. 1991) the innovation of body contouring jeans is to create a garment that acts like a shape wear while being trendy at the same time. Besides that, it also provides comfort, ease of wear and smoothen the stomach thus creating a slimming effect in a non- binding, non- constricting manner.

Based on the previous studies, there are some important criteria in designing which should be considered and experiment in making body shaping jeans. The body shaping jean design attributes are outlined by the designers

and researcher are as shown table 1.0. It can be seen that, these designers has one thing in common when designing jeans with body shaping function which is seam, design and fabric.

Table 1. Body shaping design attributes outlined by the designers and researcher

No.	Designer	Desinger Detail
1.	Gonzalez, designer of IVIDO push up jeans	The push up jeans design uses no padding but rather a combination of strategically stitching/seaming, pocket placement and special fabric to enhance a women shape.
2.	Marc Flashberg, designer of Marc Allison Jeans	The jeans design emphasize on a unique type of fabric with 4-way X-fit stretch fibre infused with the softest supima cotton that makes for a stunningly flattering fit jeans that sculpt the body, gives extraordinary movement and comfort, with great recovery so it won't stretch out.
3.	Laney (2015)	Uses stretch denim in creating form fitting jeans which comprises of cotton and 2 percent spandex. Generally, the amount of spandex in denim varies from about 1-5 percent. Nonetheless, depending on the amount of stretch desired, the amount of spandex in denim can be increased to 10-15 percent. Likewise, in specialized wear, the denim can have more than 15 percent spandex.
4.	Tulin (2015)	Body shaping panels are positioned on the inside surface of the thigh portion of pants, extending along the outer thigh of the pants, from about the hip area down to the mid-thigh area. Upon implementation of the system, the panels will limit the natural stretch of the fabric. These areas of the garment, having lower elasticity and can provide firm support to the wearer in the areas where the panels are positioned. Subsequently, the unique engineering and placement of the panels inside the jeans can smooth and hold in the stomach, seat and inner and outer thighs, while lifting up the seat. In such, the shapes and dimensions of the panels can be altered as appropriate for a particular garment to smooth and support hip and outer thigh.
5.	Clare (1996)	Pants that is designed to lift and shape the rear area is said to have a rear curved line that is accentuated in order to be more rounded than conventional garment. Width of the yoke is reduced, and the back pockets are placed close to the yoke whereby, inside edges of the pocket taper upwardly while the outside taper downwardly. This technique helps to create a visual enhancements of a shapely rear area. Besides that, width of the garment from the crotch to the outer seam is reduced to grip the flesh at the thigh of the wearer to push the rear upward.
6.	Alina, designer of NYDJ jeans	NYDJ's lift and tuck jeans technology lifts and subtly reshapes curves of the wearer. Designed with cross panel construction and high waist to minimise the wearer muffin top and lifting the rear area
7.	Carl Ciara, designer for LEVIS Curve ID line jeans	Uses super stretch denim with curve riser seam to give maximum comfort whilst lifting the rear area.

5. Conclusion And Future Research

Based on the data that has been analyzed, it can be concluded that there is a significant relationship between the fabric, seam and design when designing body contouring jeans. These three components of body contouring jeans mark hand-in-hand to bring out the best of their characteristics. The strength and stretch ability of the fabric is complimented by the usage of the right seam technique. Design, is the constituent that applies the fabric and seam into a new body contouring jeans. Therefore, manufacturers should understand the design consideration in producing body contouring jeans because body contouring is not only intended for shaping and contour, but also take into considerations for durability, ease of wear and comfort.

It is recommended further development of the research should be taken into consideration such as creating sportswear body contouring jeans. In today's millennium, consumers are becoming more aware towards living a healthy lifestyle and looking polished at all times.

Finally, a more scientific research should be done with the collaboration of the Applied Science industry in producing jeans fabric with added treatment of polyurethane to get the best stretch properties. In which, the jeans fabric produce will be more comfortable, durable, and compliments the tropical weather in Malaysia. Moreover, using this method, one type of jeans fabric can emit different stretch properties, creating minimal colour combinations parallel to the preferences of the Malaysian consumer.

Acknowledgements

We would like to acknowledge the generous participation in the completion of this research. This study was conducted in the Faculty of Art & Design, Universiti Teknologi MARA. Fully appreciate for providing the facilities, equipment, and expertise to completing this research. Special thanks to the FSSR research initiative group for the assistance given for the research can be carried out successfully.

References

- Bickel, W.K., DeGrandpre, R.J. & Higgins, S.T. The behavioral economics of concurrent drug reinforcers: a review and reanalysis of drug self-administration research. *Psychopharmacology* 118, 250–259 (1995).
- Connell, R. W. 2005. Globalization, imperialism, and masculinities. In *Handbook of studies on men& masculinities*, edited by M. S. Kimmel , J. Hearn , and R. W. Connell . Thousand Oaks, CA: Sage.
- Denim trends Now, retrieved at November 28, 2016, from:<http://www.popsugar.com/fashion/-2017-Denim-Trends-42237711#photo-42237711>
- Fiore, A.M. and Damhorst, M.L., (1992). Intrinsic cues as predictors of perceived quality of apparel, *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 5: 168-178.
- Gordon, B. (1991). American denim: Blue jeans and their multiple layers of meaning, in *Dress and Popular Culture*, Cunningham, P.A. and Voso Lab, S. (Ed.), Bowling Green State University Popular Press.
- Know your body shape, Retrieved November 11,2016,from:<https://www.pinterest.com/brandilamb14/wardrobe-for-your-body-type/>
- Khalil, E. (2015). Sustainable and Ecological Finishing Tech-nology for Denim Jeans. *AASCIT Communication*, 2(5), 159-163.
- Myers, J.H. and Shocker, A.D. (1981). The nature of product-related attributes, *Research in Marketing*, 5: 211-236.
- Panero, J. & Zelnik, M. (1979), *Human Dimensions and Interior Designs: A Source Book of Design Reference Standard*, Whitney Library of Design: 30.
- Rahman Osmud (2011), Understanding Consumers perception and Behaviours: Implication for Denims Jeans Design, *Journal of Textile and Apparel, Technology and Management*, Vol.7 Issue 1, Toronto.
- Rasband, J. (2001), *Art Essentials in Color*, Fairchild, New York, NY.
- Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of consumer research*, 19(3), 303-316.

- Tulin, K., Laney, D., (2015), Body Shaping Fit System, Journal of US Patent, United States.
- Wong, C., James, G., (2014), Push Up Jeans and Related Production Process, Journal of US Patent, United States.
- Wu, J., Delong, M. (2006), Chinese Perceptions of Western Branded Denim Jeans: A Shanghai Case Study, Journal Of Fashion Marketing And Management, 10(2), 238-250.
- Zhang, Z., Li, Y., Gong, C. (2002), Casual Wear Product Attributes: A Chinese Consumer' Perspective, Journal of Fashion Marketing and Management, 6(1), 53-62.
- Women shape wear, Retrieved November 9, 2016, from: <http://www.hourglassangel.com/blog/discover-acts-shapewear/>
- 9 jeans that will flatter your butt, Retrieved November 9, 2016, from: <http://www.whowhatwear.co.uk/jeansflatter-your-butt>