

## Benetton Introduces the United Colors of Benetton Pin Up Denim: Lift and Shape

Following the continued international success of the transforming knitwear, Benetton brings the revolutionary installment of United Colors of Benetton Pin Up Denim. The uniquely and technically constructed miracle-working denim that promises to spotlight your greatest God-given assets. Two core techniques of lifting and shaping are being explored and applied to the construction.

The belly and the bottom are targeted areas where many women could the bottom through a special sewing technique, and the **Pin Up Shape** denim allows the belly to be flattened by way of a technical panel inside the trouser. The result is a shape and a lift that enhance the natural curves of your body while using power stretch fabric that melds perfectly to your figure so that fit and comfort are never an issue.

How does it all work? The **Pin Up Lift** Denim is a cosmetic jean constructed to shape and lift your bottom. The skinny legs and low waist complete with super stretch fabric allow for a jean that doesn't just look good –it feels good too. The intricately designed, heart-shaped back yoke, engineered darts with thin stitching and perfectly proportioned back pockets are the secrets to the success of the lifting technique. Available in 6 washes, the smartly designed jean will give the illusion of a lifted backside while your legs appear longer, too!

**Pin Up Shape** Denim is all about creating that perfect balance of your body's proportions. The higher waist flattens the belly while a flared leg draws the attention to your slimmed thigh. The secret slenderizing panel in the front of the jean and the side zip closure is what makes the magic happen, and the high waist is sophisticated and trend-right. This stand out style for the season, available in 3 washes, will immediately slims the thigh to the knee, and lengthens your silhouette while hugging your natural curves in all the right places. It's a fashion forward retro look that can make your legs look miles long.

So what are you waiting for ... Whatever your body shape or your style might be, United Colors of Benetton Pin Up Denim is here to shape and lift you into your personal best figure!

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