Ilovejeans.com Re-Launches With A Very Clever Denim Portal

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ilovejeans.com Logo

LONDON, UK (RPRN) 03/23/12 — Ilovejeans.com re-launches with a very clever denim portal for both men & women seeking great fitting jeans, whatever your shape or size. Ilovejeans.com launched in May 2006, as fashion stylist Sam Remer with 15 years experience (who bought her jeans from the US) couldn't find any styles in the UK to fit her apple body shape.

"*The idea of a denim portal came from my own frustration with the saturation of premium denim in-stores. There was no direction or help available online to guide the customer to the perfect fit*" say's Sam.

Using her styling experience Sam and a designer friend, she created the denim portal ilovejeans.com. Giving men and women advice on how to "shop for your shape" and all the information needed to shop for jeans on and off-line successfully in one place. We love jeans and understand how difficult it is to find the perfect pair either on the high street or online. Ilovejeans.com is the denim destination to get to the bottom of your denim dilemmas and guide you through the process in finding perfect fitting jeans for your body shape.

The re-launched ilovejeans.com offers a platform for customers to browse through the latest denim from New Look to Net-a-porter.com and click to buy! Choose your budget, style or search for a specific denim brand or retailer. Styles are updated weekly, so there's always a new pair of jeans to covert. This time round Sam has partnered with Chee Lau, Creative Director of Creative Park London, Chee is an award winning creative and has been working in London's advertising circuit since the late 90's, he's worked with brands such as Nokia, Honda and HP on campaigns from branding to CSR with great effect, and in turn bought this knowledge to ilovejeans.com.

"I hope to grow the editorial element of the site, I understand that fashion online is not simply about buying an item but how it will fits you too, let's be honest not everything looks good on everyone. I hope that with the help of Sam that we can give the audience a valid point of view that will completely change their perception in how they shop for clothes and also updates on the latest fashion news."

And if you need help the "Know Your Denim" section give's key tips on buying jeans for your body shape in-store and on-line.

Tried & Tested is an un-biased review on the latest denim available. We try it so you don't have to.

So don't waste any more time surfing the net for denim, the jeans of your dreams are a click away on **ilovejeans.com.**

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lovejeans.com launched in May 2006, as fashion stylist Sam Remer with 15 years experience (who bought her jeans from the US) couldn't find any styles in the UK to fit her apple body shape .

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Sam Remer is a London based Fashion Stylist / Denim Expert and Founder of Denim Portal ilovejeans.com.

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