



FOR IMMEDIATE RELEASE

## The Little Black Jean is the New Little Black Dress, According to PZI Jeans

### *Fashion Trend-Setters like iVillage and PZI Jeans Are Acknowledging the Movement Toward Denim for Day and Night*

Atlanta, GA – September 14, 2009- Originally made popular in the 1920's by legendary designer Coco Chanel, the little black dress (LBD) has been a wardrobe staple for many generations. Experienced fashionistas are always on the lookout for high quality pieces to build their wardrobe around. According to experts from iVillage and PZI Jeans, the Little Black Jean is the *new* Little Black Dress.

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“**The Little Black Jean is the New Little Black Dress**”

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Much like the LBD, the Little Black Jean's strength stems from its simplicity. By accessorizing with various combinations of shoes, handbags, belts and jewelry, the Little Black Jean can serve as the foundation of a multitude of looks, suitable for a variety of occasions.

The days of formal dress are behind us. “Jeans aren't just for weekends anymore. It's fun to wear jeans to cocktail parties and restaurants” wrote iVillage Beauty & Style Expert Melissa Kagan. Casual chic is the look of choice for many women from day to night. Paired with a tailored blazer, the little black jean can emanate professionalism in the workplace. Whether dressed down with a tank and flip flops for the weekend or sexed up with stilettos and a flirty top for night, the Little Black Jean is loaded with versatility.

[PZI Jeans](#), a designer denim company that caters to curvy women unveiled their new [Onyx Boot Leg Jean](#) this month. “We are the pioneers for fitting curvy women” commented Claire Jason, PZI Jeans Vice-President and Creative Director. “We have been meeting the curvy woman's needs for seven years and others are just now trying to catch on. The Little Black Jean is the future and PZI Jeans are the fit.”

#### About PZI Jeans

Founded in 2002, PZI Jeans ([www.pzijeans.com](http://www.pzijeans.com)) is a designer denim company that caters to curvy women. Based in Atlanta, GA, PZI Jeans was named one of the fastest growing private companies in America by [Inc. Magazine](#). PZI Jeans are available in [sizes 4-18](#), with short, regular, long and extra-long lengths/inseams to ensure that consumers can purchase the jeans off the rack, avoiding costly alterations. PZI Jeans are available at over 600 [retail locations](#) in the United States, overseas and online. For more information, visit [www.pzijeans.com](http://www.pzijeans.com).



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