



FOR IMMEDIATE RELEASE

Real Women Rock Curves
PZI Jeans Designs with Real Women in Mind, From a Curvy Size 4 to a Curvy Size 18

Atlanta, GA – September 21, 2009 – PZI Jeans, a premium denim apparel company catering to curvy women is encouraging women to embrace the power of their curves. One look at the company's website www.pzijeans.com says it all...Real Women with Curves Rock.

The heroine chic fad is dead and gone. Italy and Spain have banned the promotion of overly thin models on the runway. Glamour Magazine rocked the fashion world by recently publishing un-retouched nude photos of 180lb plus-sized model Lizzy Miller, stomach pooch and all. The mainstream media is finally catching on to what PZI Jeans has always known...real women have curves...and curves are a beautiful thing.

Starlets from Beyonce and Kim Kardashian to Scarlett Johansson and Kate Winslet are helping to change what the world thinks is beautiful. Generations of the past had the right idea; classic Hollywood icons such as Marilyn Monroe and Sophia Loren were worshipped for their curve appeal. They also help to demonstrate that curvy does not equal overweight. Curves come in all shapes and sizes and PZI Jeans are made for the curvy size 4 woman to the curvy size 18 woman alike.



Today, women are looking for more authentic portrayals of beauty; they want to see more attractive women who look like them which in turn will help them to feel more comfortable about their own bodies. Many of the leading apparel brands have started to create options to fit the proportions of curvy women, but PZI Jeans is a pioneer in this space. Since 2002, the PZI Jeans brand has been dedicated to the creation of well-made, trend-conscious denim perfectly crafted to fit the curvy woman at an affordable price point. "Although our Fall 2009 "True Gem Collection" boasts of great washes, new premium fabrications and intricate back pocket design details with our same signature fit, we have maintained our same affordable prices for our customers, with our jeans ranging from \$69-\$89 in prices", says PZI Jeans President & CEO, Daniel Jason.

"At PZI Jeans, we revere curves; our entire line was created in order to maximize the fit of a pair of jeans around a woman's curves" commented PZI Jeans Vice-President and Creative Director, Claire Jason. "We study the woman's body to ensure the perfect fit; it is both an art and a science for us."

About PZI Jeans

Founded in 2002, PZI Jeans (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 hundreds of [retail locations](#) in the United States, overseas and online at the company's website. For more information, visit www.pzijeans.com.

###

Contact:
Ruth Elizondo
PZI Jeans
Director of Public Relations & Marketing
relizondo@pzijeans.com
678-287-1080
www.twitter.com/pzijeans