

DATE: July 16, 2007

TO: All Mimi and APIP stores, DMs and RMS

CC: David Mangini, Jill Doster

RE: Fall Trans- Denim

☞ Please file in the Visual Presentation Binder under the Product Power tab after all team members have signed off.



All team members sign off here!

Fall Trans Denim...

Fall Trans Denim offers a wide variety of leg openings for the Mimi Customer. The wide leg pant has surfaced again as a trend these jeans look great with a fitted tee or trapeze top. Boot cut and flare legs are still important this season, these are truly basics styles that can be dressed up or down.

Here is a quick re-cap of denim leg openings:

Straight- 7 ½ -9" leg opening- this is straight all the way to the leg opening

Boot Cut- 9 ½- 10 ½" leg opening- this is straight almost all the way down with a slightly wider leg opening

Flare- 11-12" leg opening- this is fitted through the knee then opens at the bottom (**hitting stores in July**)

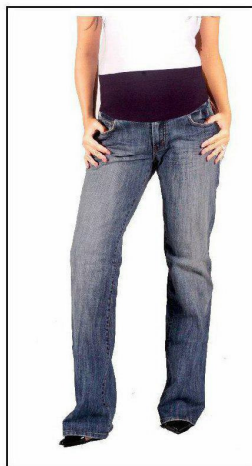
Wide- 11-12" leg opening- this is wide from the thigh down to the leg opening

Super Wide- 13 ½-14 ½" leg opening- this is wide from the thigh down to the leg opening

Don't forget our little secret. The Secret Belly jean is a great jean for the pregnant lady; it can take her from beginning to end. This jean does not have great hanger appeal so have her try it on and make sure she knows it offers great support and smooth lines.



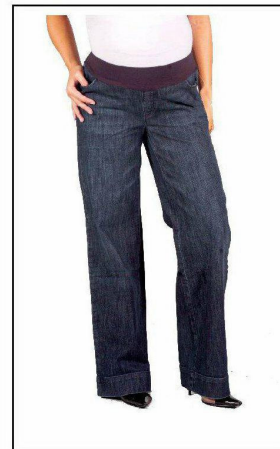
43067-41
Mavi
Vintage Wash
Boot Cut



43068-41
It Jeans
Zuma Wash
Boot Cut



13198-41
Mimi
Classic Wash
Straight Leg



13543-41
Mimi
Midnight Wash
Wide Leg



43053-41
Buffalo Jeans
Dark Wash
Boot Cut

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DMC Exhibit 2045_001