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Spotlight

JEAN GENIUS

Tummy Tuck Jean offers real results for real women



Macomb Daily staff photos by David Dalton

Beckie Young of Troy, left, a 29-year-old mother who had her second child less than four months ago, tries on a pair of "Tummy Tuck Jeans" by Not Your Daughter's Jeans at Nordstrom in Troy, and says they certainly flattened her stomach more than a regular pair of jeans. Petite Bernie Cruse, 51, of Macomb Township, above, liked the contour these NYDJ capris created.

By Andrea Nobile
Macomb Daily Staff Writer

Those daydreams of a stylish jean that flattens your stomach, contours your hips and lifts your rear are finally coming true.

Only a year old, the "Tummy Tuck Jean" by Not Your Daughter's Jeans of Los Angeles is already a No. 1 seller on Nordstrom.com, with women purportedly buying five pairs at a time. The jeans were even featured on "The Oprah Winfrey Show" and "Good Morning America." They are available in a variety of washes and styles, including hand-sanding, rhinestone-embellished and even capri and Bermuda length, at Nordstrom stores across the country, including the Troy store, as well as all Dillard's and Bloomingdale's, plus specialty stores, such as Boutique By Mary Kent in East Lansing and Chez Ralene in Davison.

Prices range from \$58 for a standard 5-pocket modest fit to \$118 for stylish denim gauchos and \$128 for hip flares. Some styles also come in petite, and the line will include petite plus by the end of May. Waist rises come in a modest 9-inch and a trendier 8-inch. The jeans are marketed to women 35 and older, especially moms who can't get rid of their post-pregnancy bulge — no matter how old your child is now.

The story behind the fit dates back just 18 months ago, when 42-year-old creator and Puerto Rico-born Lisa Rudes-Sandel, a size 8, grew tired of fretting over her not-so-taut tummy whenever she tried on low-rise trendy jeans — always junior sizes of course. Regular women's jeans looked like potato sacks to her.

What about 40 and beyond, she thought. Even her mom, 74, likes to be stylish.

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JEANS: Fashions to flatter a woman's figure

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"Nobody was paying attention to that woman," she said.

She approached her dad, George, who worked in manufacturing women's blouses and ran the family's sportswear company, St. Germain, for 25 years.

After months spent sewing prototypes, Rudes-Sandel manufactured two fabric panels for the inside of the jean that, when sewn together in a signature criss-cross pattern, created a "tuck" for your tummy. They also feature 4 percent of spandex, for a great stretch that doesn't bag.

"You can exercise in these and they feel like a legging," Rudes-Sandel said. "Everyone feels one size smaller," she said.

Our tester testifies that the jeans truly suck in your gut and slenderize your hips, giving you a flatter look even when you're sitting. They're stretchy enough to be comfortable as well. One associate suggested buying them a size smaller, because they do stretch out a bit after a few wears.

FYI, all NYDJ products are made in the United States, and the jeans have earned the Good Housekeeping Seal of Approval.



From left, sisters Natalie Garoufalas, 64, of Sterling