

TIE-DYE

Purple stretch jeans by Guess. Black leather jacket by 3.1 Phillip Lim. White leather-and-jersey top by Derek Lam. Leather booties by Alexander Wang. Silver-plate-and-leather necklace by Vita Fede. These pages: Hair, Peter Gray of Cutler Salon; makeup, Alice Lane; manicure, Tatyana Molot. Prop stylist: Lisa Gwilliam. Fashion editor: Siobhan Bonnouvrier. Details, see Shopping Guide.



Lais Ribeiro

Ribeiro, from Teresina, Brazil, has been on the covers of German and Brazilian *Vogue* and on the runways for Dior, Victoria's Secret, Marc Jacobs, and Dolce & Gabbana.

What look were you going for?

"The first one is my everyday style—it's very rock and roll. The other look is classic, feminine, and beautiful. It's me, but dressed up."

How do you like to dress? "In Brazil, I wear dresses and feel better out of high heels."

How often do you wear jeans?

"I like them better than dresses at night or at clubs. My favorites are ripped all the way down."

—ALEXANDRA OWENS

Out of The Blue

It's a jeans jungle out there with all the new colors, prints, and finishes. *Allure* enlisted four models, all fashionable in their own right, to sift through the best new trends and style their own looks.

SKINNY FIT

Stretch jeans by Levi's. Lacquered tweed-blend jacket by Alexander Wang. Silk chiffon top by Stella McCartney. Leather shoes by Proenza Schouler. Snakeskin bag by Reed Krakoff. Rings by Mixology NYC. Lasting Finish Lipstick in Coffee Shimmer by Rimmel London. Details, see Shopping Guide.



DARK WASH

Stretch jeans by DKNY Jeans. Leather jacket by Ohne Titel. Rayon Ecosil top from T by Alexander Wang. Leather bag and ring by Chanel. Makeup colors: Pure Chromatics 4 Wet & Dry Eye Shadows in 7 and Rouge Pur Couture lipstick in 8 by Yves Saint Laurent. Details, see Shopping Guide.



COWBOY

Jeans by Diesel. Suede jacket by Salvatore Ferragamo. Silver bracelet by Pilar Olaverri. Silver bracelet and silver-and-gold bangles by Mixology NYC. Makeup colors: Nourishing Eye Liner in Brushed Pewter and Revitalizing Lip Balm in Petal Glow by Neutrogena. Details, see Shopping Guide.

Marloes Horst

Horst, of the Netherlands, is a model for Calvin Klein swimwear.

What did you think when you picked the clothes? "It was overwhelming, but fun."

What was your first choice?

"I wear earth tones, so I grabbed the sand-colored jeans. I liked the cowboy feel, too."

What looks were you going for?

"One is a rougher rock look; the other is earthy and happy. I liked the easy hair and bare feet."

Any regrettable jeans in your past?

"I had a pair with a lot of rips under my butt. I thought they were cool. My mom said, 'You can't do this anymore,' and she threw them away."

BOYFRIEND

Jeans by Gap. Silk gauze top and leather shoes by Calvin Klein Collection. Silver plate necklace by R. J. Graziano. Makeup colors: Beautiful Color Eye Shadow in Chocolate and Ceramide Ultra Lipstick in Coral Vibrations by Elizabeth Arden. Details, see Shopping Guide.

Jessica Stam

Stam, from Kincardine, Canada, models in ads for CoverGirl, Dior, Fendi, and Miu Miu.

What look were you going for? "The simple, cropped boyfriend jeans are easy to wear. I matched them with fun pops of color and a very feminine top, so it wasn't a complete grunge look. The red wax jeans and bomber jacket look has a 1950s rockabilly feel." **What's your typical style?** "It's pretty daring and open. I hope it never gets stale." **What do you never, ever wear?** "I would never wear something completely sheer. It's good to leave something to the imagination."

WAXED DENIM

Stretch jeans by 7 For All Mankind. Polyester-blend jacket by A/X Armani Exchange. Silk cashmere sweater by Jil Sander Navy. Silver ring by Mixology NYC. Makeup colors: Expert Wear Luminous Lights eye shadow in Opal Lights and Color Sensational lipstick in Are You Red-Dy by Maybelline New York. Details, see Shopping Guide.



LAYERED DENIM

Denim jacket by Tommy Hilfiger. Denim top by Banana Republic. Leather skirt by Proenza Schouler. Makeup colors: The Eyeshadow in Desert and Passion Duo Gloss Fusion Lipstick in Fatale by Dolce & Gabbana. Details, see Shopping Guide.



WHITE JEANS

Stretch corduroy jeans by Calvin Klein Jeans. Xiangao-fur coat by Marni. Leather shoes by Chanel. Snakeskin bag by Michael Kors. Belt by Calvin Klein Collection. Intense I-color Powder Shadow in Satin-I for Blues by Almay. Details, see Shopping Guide.



Video Extra:

To watch an exclusive behind-the-scenes video from this shoot, download *Allure* to your tablet or visit allure.com/go/denim.

Hanne Gaby Odiele

Odiele, from Belgium, has been in ads for Balenciaga, Anna Sui, Mulberry, Vera Wang, and DKNY Jeans and has appeared on many street-style blogs.

How did you pick what to wear?

"My first look was pretty casual. I chose a denim shirt and denim jacket because I like denim on denim and it went well with the skirt. My second look was really fun—funky silver shoes."

What did you want to do with your hair and makeup? "I like it as natural and easy as possible. We managed to stay easy-breezy."

How often do you wear denim?

"Every day, at some point. Because I change a few times."