

**Product innovation: New developed MAC jeans fits two sizes smaller**

**MAC** With the new "Dream Jeans" trousers specialist MAC based in the Bavarian Forest Rossbach has now developed a pair of pants that flatters the silhouette of the wearer. Thanks to the high stretch portion and an innovative return behavior it fits two sizes smaller without narrowing. For the Dream Jeans MAC designed inside pocket bags specifically tailored to the model, forming gently the abdomen and producing a visible "slimming effect ". An optical slightly moved side seam to the front supports this effect. Textination editor Susan Schaper talked to Julia Fölsch, sales and product manager of MAC about the new model.



**A** TEXTINATION

Does the jeans actually fit two sizes smaller, so instead of size 40 then 36, or does it optically just appear like that?

Julia Fölsch  
Sales and Product  
Manager MAC

These new or innovative denim quality with a very high stretch percentage and an excellent return ability really fits two sizes smaller and puts each body perfectly into focus. MAC offers these future-oriented super article from a 5-pocket straight silhouette up to a slim silhouette.

**A** TEXTINATION

How did you get the idea to create a pair of pants that slenderises?

Julia Fölsch  
Sales and Product  
Manager MAC



If we observe the trend of the society more closely, outward appearances and fashion sense are getting more and more important. Trend researchers found out that people with a pleasing look feel more comfortable in life and act more easily, professionally and personally. The demand on the production or development of the collection has thus increased, to create a new trend-oriented valuable indispensable product; our Dream Jeans in which every woman just looks perfect and feels good all over. The correct fit is important that flatters the body, appreciating and emphasizing the feminine silhouette perfectly.

**A** TEXTINATION

How do the pants work technically?

Julia Fölsch  
Sales and Product  
Manager MAC

That is our MAC secret. Only so far: by using high-quality yarns newly processed particularly in the warp and weft, a very high elasticity, a high re-jump are generated, which offers the customer a very comfortable fit. Also the unique composition of this new denim provides a high-quality comfort. The detail orien-

ted interior finish, for example pocket bags, with additional positive wearing comfort round off our Dream Jeans perfectly.

In which colors, shapes and washes is the Dream Jeans available?

Julia Fölsch  
Sales and Product  
Manager MAC

Never before our key item, the pants, has been as versatile and diverse in terms of cut and this trend is continuing. The last few seasons and also currently we are celebrating different types of pants from modernized 5 Pocket straight models to super slim tubes Slim Styles and boot-cut styles that are currently expanded. The Dream is available as straight silhouette with the walking distance of 40 cm and the Dream Skinny as a slim silhouette with the walking distance of 28 cm. There is a Dream as a straight silhouette with the foot width of 40 cm and the Dream Skinny as a slim silhouette with the foot width of 28 cm. The Dream Boot as a future-oriented and trendy silhouette is currently in development. MAC offers this product on two denim washes in the store: D 824 with a restrained used washing and D 999 with a black-black clean washing. In addition, there is a grey washing and additional blue washings with subtle Used-and-Buffi effects up to clean rinsed washings. Right now white may also not be missing and Dream / Dream Skinny in white D 010 are currently being delivered.



The other ladies pants of Mac – in future will they be also equipped to slenderise? If so, which models?

Julia Fölsch  
Sales and Product  
Manager MAC



Many innovative qualities are in the collection as well as numerous silhouettes and models. But we do not adapt our Dream secret to all qualities or silhouettes. A really important tool for us is the accelerated side seam that we use, for example, in our model Ashley Renner to move the female proportion of the customer into the right light and to make the pants fitting perfectly.

What are the first order experiences with the retailers?

Julia Fölsch  
Sales and Product  
Manager MAC

We could book to our nominal accounts numerous encouraging fair and adjoining order talks about the Dream jeans. And also the first resonance from the POS currently show that we have created a real MAC dream with our Dream Jeans.



Are the figur-enhancing pants also available for men?

Julia Fölsch  
Sales and Product  
Manager MAC

Up to now I have not heard about this for menswear. However, I will promptly inform my menswear colleagues about our "dream woman wonder".

*The interview was conducted by Susanne Schaper  
Translation Textination-Team*