



Fitness meets fashion: Second Denim launches Yoga Jeans

Jeans are not generally associated with perfect comfort. They tend to impede the large movements of the body and restrain any unusual stretching. But Second has changed all that!

Combining fashion and comfort, Second Yoga Jeans are perfect for a lifestyle where the emphasis is on well-being, and where flexibility and relaxation are part of daily life.

“Yoga is currently very popular in North America. Some 9 million people practice this discipline uniting body and mind. And they appreciate anything that contributes to balance and well-being,” notes Second designer Eric Wazana. “That’s why we’ve created these fabulous jeans that combine the height of flexibility and style.”

Offering the flexibility of a yoga garment, Second Yoga Jeans establish a perfect balance between the trendy styling of 5-pocket jeans and the comfort of lounge pants.

The secret is in the fiber

Made of top-quality denim containing 97% brushed cotton and 3% elastane, Second Yoga Jeans hug the curves of the body in any position. They fit the ups and downs of a hectic day and metamorphose into laid-back fashion in the evening. For those who rack up air miles, Second Yoga Jeans are the ideal transatlantic traveling companion, because Second uses denim with 92% shape memory, while the industry standard is only 64%. And thanks to their revolutionary treatment, the cuts and styles actually shape, hold, and lengthen the body and help mask its defects.

Multifunctional and perfectly malleable, Second Yoga Jeans are offered in regular cut, low-cut and extra-low cut. The legs can be flared, straight or legging style.

Every season, Second offers a wide range of cutting-edge and trendy fashion, designed and produced entirely in Montreal.



