

**PART 5**  
STYLE  
CONFIDENCE!

# Feel GREAT in your JEANS

If you still don't believe that you look great in your jeans, we've got a cheat sheet designed to boost your confidence.

**When you pull on a pair of jeans and look in the mirror, what runs through your mind?**

If you're like many women, you might think that you looked better in jeans when you were in college or you might worry about how other people think you look in your jeans. In fact, the most powerful factor in how women feel about their own bodies is how they believe *other* people view their figures, according to recent research from Ohio State University.

The truth is, when it comes to wearing jeans, many women think that they must look a particular way in order to pull off certain styles or that only some body types (like slim and boyish or curvy and sexy) look good in jeans—and they beat themselves up for not fitting the profile. “So many of the ‘shoulds’ are based on comparisons to unrealistic ideals. In reality, most women aren’t airbrushed and don’t work with personal trainers or have healthy food delivered every »



Did you miss the first four installments of our Project Blue challenge? If so, go to [weightwatchers.com/projectblue](http://weightwatchers.com/projectblue).



day the way celebrities do," says Debbie Then, PhD, a social psychologist in California who specializes in women's body image and appearance issues. What's more, unrealistic expectations can cause your healthy goals to backfire. "The 'shoulds' can lead to a negative emotional spiral, even discouraging you from taking steps to eat better and exercise," explains Then.

So, how to change this negative thinking? That's the whole point of this issue's challenge. It's about cranking up your confidence so you feel fit and fabulous in your jeans whenever you put them on. Here's how to do it:

### Be Your Own Compliment Guru

Jot down one compliment each day on your calendar. Make it as specific as possible: "My skin looks radiant today" or "I love how these jeans hug my hips." The idea, says Then, is to "find one nice thing to say about how your body looks and what it's doing, every day; this will help you tune out negativity." The calendar can be a useful tool in your self-esteem arsenal: "Going back and reviewing your calendar of compliments is like reinforcing your own psychological armor of body confidence," she adds.

### Redefine Your Look

Ask yourself: What look or style do I want to present to the world? What's my best asset, or what makes me unique, physically? Once you have a pulse on these elements, consider what kind of jeans you'd feel most comfortable wearing (low-rise, mid-rise, high-rise, boot cut, flared, skinny jeans, and so on) and how to make them work with the look you're striving for, whether it's classic, professional, sporty, romantic, or bohemian. Knowing who

you are and how you want to come across can make you feel more positive and comfortable in your body, no matter what you're wearing.

### Put Yourself on a Celebrity Diet

Celebrity photos are everywhere. Looking at these images can actually worsen your own body image, according to

#### THE JEANS TEAM



in women and body image.

**Debbie Then,** PhD, an author, psychologist, and consultant who specializes



Nashville, Tennessee.

**Suzanne Bowen,** a fitness expert and the owner of Seren Motus Fitness Studios in



**Give yourself a posture tune-up:**

**Close your eyes and think of a time**

**when you felt invincible. "Visualize the space between the vertebrae in your spine, and lift the crown of your head toward the ceiling and your abdomen out of your pelvis," advises Suzanne Bowen, creator and star of the Gorgeous Core DVD. Then, keeping feet parallel, torso lifted, and head held high, start walking with a nice, easy stride. Before you know it, that on-top-of-the-world feeling will come naturally.**

research from the University of Münster in Germany. If you have to compare yourself to other people, compare yourself to people in the *real* world—like fellow shoppers at the mall—rather than to glossy images on TV or in celebrity magazines.

### Set Yourself Up for Positivity

Take a brief inventory of the situations that have recently made you feel great about yourself—physically, intellectually, socially, and emotionally. Was it when you attended a sporting event wearing a blouse in your favorite color over a pair of flattering jeans? Or when you felt like your most charming, witty self at a cocktail party? "Try to set yourself up for more of those experiences and situations," Then says. Bottom line: If you can do these exercises consciously, eventually positivity will start to be your natural state of mind. And that's a beautiful goal! **WV**

**STAND TALLER IN YOUR JEANS. TRY OUR "LEAN AND LONG" ROUTINE ON P.149. »**