**Lee Jeans SS22**

For SS22, Lee Jeans brings the **positivity**. In an upbeat range set to lift the mood, there are **new loose fits**, an exuberant colour palette, increased comfort, confident branding and a more youthful spirit, alongside our key heritage values, fit expertise and focus on **sustainability**.

Two new denim fits spearhead the collection, embodying that comfortable, loose and youthful vibe. For men, **Asher** takes the spotlight. Its roomy waist, seat and thigh gently taper to give the look of a wide, straight leg.

For women, it’s all about the **Drew**. This new fit is super wide through the leg to its swinging ankle, with plenty of movement and comfort.

Tees and sweats now come in more **relaxed fits** with dropped shoulders and longer, widened sleeves while our new sweatpants enable luxurious lounging for all.

As silhouettes evolve, our branding grows more confident. **Large scale logos** add a reassuring sense of heritage and bring long-lasting appeal across essential styles with a **supercharged simplicity** that is bold and joyful.

Minty green and blue are coupled with an energetic pale lilac and grounded with a new neutral in brindle green. This palette evolves with the season, giving way to a festival-ready mix of **earthy shades**. Sunny rust, stone and gold are balanced with ecru as natural dyes and tie-dyes lead the way.

Meanwhile, a future classic springs from the archive in the beautifully fitting shape of our iconic **Leesure** slacks. Launched in 1954, these recall our heritage credibility and are now recreated to form hero pieces with a versatile and casual vibe. The relaunched styles come in four fits from slim to loose, and are made using **Recycled Cotton** balancing our historic fit expertise with our sustainable goals.

Our **ForeverFit jeans** offer serious comfort. With 95% stretchability, their superb recovery means they are always the right fit. The amazing stretch helps these to hold and shape the body. Made using pioneering technology, these light and super comfortable jeans adapt to the wearer’s shape or size – even if it changes. Modelled on our popular Scarlett High skinny fit they offer flattering style in simple finishes.

Most positive of all though is our continuing commitment to the planet with our **For a World That Works** platform, which gathers a wide range of sustainable initiatives together. For SS22, this includes growing our **Cotton Hemp** range. We are also upping our use of natural dyes across the collection.

SS22 at Lee Jeans sees progressive, **purposeful** and positive design injecting **colour and confidence** across the range.

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BOILERPLATE AND CONTACTS