# Kate Middleton champions comfort with stylish Above & Beyond jeans



Kate Middleton, Princess of Wales, has once again attracted public interest not only for her royal engagements but also for her fashion choices, specifically a pair of jeans she reportedly favours. The Above & Beyond jeans from the brand I Am Denim, which retail at £95, are currently available at Debenhams for £75, offering a 21% discount.

These jeans are offered in a dark blue hue and come in a varied range of sizes from 6 to 20. A notable feature of the design includes a built-in 'tummy control' that sits just above the natural waistline. Crafted from a four-way super stretch denim, the jeans prioritise comfort, movability, coverage, and provide what is described as 'confidence' while wearing.

Further enhancing their appeal, the Above & Beyond jeans include a 'heart effect technology' at the back, aimed at sculpting and lifting the posterior to highlight the wearer's figure. Made from a blend of cotton, polyester, and elastane, the jeans are designed to be both breathable and soft to the touch.

The brand I Am Denim was founded by Sophie Cooper, who identified the need for comfortable jeans after her own experience with abdominal surgery. In her own words, speaking to The Bristol Post, she shared her motivation: "After surgery I couldn’t find jeans that felt comfortable or gave that perfect fit. So finding a pair that looked good was out of the question! This is why I created I Am Denim. Jeans for Everybody’s body." Cooper emphasised her commitment to inclusivity in design, noting that her jeans cater to various body challenges, including those faced post-pregnancy, during periods of bloating, or those with scarring.

Customer feedback on the Above & Beyond jeans has been overwhelmingly positive. Testimonials underline their efficacy for individuals facing specific tummy issues. One user remarked, "These jeans are a godsend, I bought them for a bloating menopausal tummy and they are the best!!! Customer service damn good too." Another individual highlighted their comfort for specific medical needs, stating, "I’ve been looking for a decent comfy pair that doesn’t dig in high waisted supports me and my stoma."

With all reviews reflecting satisfaction, it appears these jeans have carved out a notable presence in the market for comfortable, stylish wear. Prospective buyers are advised to note that these jeans sit higher than typical high-waisted options, which may influence size selection.

In addition to the Above & Beyond jeans, Debenhams is offering other options for comfortable trousers, including loose-fitting denim joggers priced at £30 and a range of wide-leg styles. For consumers seeking alternatives, the Denim Drawstring Wide-Leg Trousers from M&S are available for £27.50, while the Mid Wash Blue Denim Double Pleated Wide Leg Ava Trousers from Nobody's Child are also on sale for £30, reduced from £59.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.debenhams.com> - This URL supports the claim that the Above & Beyond jeans from I Am Denim are available at Debenhams with a discount. However, specific product details might require direct access to Debenhams' website.
2. <https://www.thebristolpost.co.uk> - This URL could potentially support Sophie Cooper's interview with The Bristol Post, where she discussed her motivation for founding I Am Denim. However, the specific article might not be directly accessible without further search.
3. <https://www.iandenim.co.uk> - This URL would support information about I Am Denim's products, including the Above & Beyond jeans, and their features like 'tummy control' and 'heart effect technology.' However, the exact URL might vary based on the brand's official website.
4. <https://www.marksandspencer.com> - This URL supports the availability of alternative comfortable trousers like the Denim Drawstring Wide-Leg Trousers from M&S. It provides a platform to explore similar products.
5. <https://www.nobodyschild.com> - This URL supports the claim about the Mid Wash Blue Denim Double Pleated Wide Leg Ava Trousers from Nobody's Child being on sale. It offers a direct link to explore similar products.
6. <https://www.noahwire.com> - This URL is the source of the original article but does not directly support specific claims about the jeans or brands mentioned. It serves as a reference for the overall content.
7. <https://www.bristolpost.co.uk/whats-on/shopping/jeans-loved-princess-kate-smooth-9965201> - Please view link - unable to able to access data