# Kmart’s $30 wide leg jeans become viral hit, echoing Victoria Beckham’s $800 design



Kmart has made waves in the fashion landscape by introducing a remarkable pair of jeans that have captured the attention of shoppers—and seem poised to ignite the fashion world, even catching the eye of celebs like Victoria Beckham. The retailer's recently launched $30 Wide Leg Pocket Jeans bear an uncanny resemblance to Beckham's highly sought-after $800 Alina Wide Leg Jeans, offering consumers a chic yet budget-friendly alternative. This development is particularly significant given the rising focus on value in fashion, as shoppers look for stylish options without the hefty price tag.

These jeans boast a tailored silhouette, oversized patch pockets, and high-waisted cut, encapsulating the essence of high-end fashion. Originally released in classic shades like Black and Light Wash Blue, Kmart has recently added a new 'Ecru Denim' colour, a creamy tone ideally suited for winter wardrobes. As elegant and functional dressing trends such as 'quiet luxury' gain traction, this muted yet stylish colour may attract even more fashion-forward shoppers. The fabric—100% durable cotton—ensures both comfort and a structured look, making the garment as practical as it is fashionable.

Social media influencers have bolstered the jeans' reputation, with Melbourne mum Zeljka Abaza sharing styling tips with her 28,000 Instagram followers. Her videos have gone viral, showcasing the versatility of the jeans. She noted in the video, "These are the must-have jeans," as she paired them elegantly with a crisp blue shirt and cream boots. The widespread acclaim is evident, as customers have taken to Kmart's website to praise the jeans for their flattering fit and high quality, with reviews highlighting the jeans' ability to suit various body shapes, further enhancing their appeal.

Shoppers have expressed enthusiasm about these jeans, but reports suggest availability may soon become an issue. Many users have commented on social media that they have struggled to find them in stock, with one lamenting, "Out of stock everywhere… all colours." The demand underscores a growing shift towards budget-conscious yet stylish clothing as consumers seek to elevate their wardrobes without overspending.

Kmart's foray into affordable fashion isn’t limited to the Wide Leg Pocket Jeans. Another popular offering is the $25 Mum Jeans, which feature a high-waisted cut and a relaxed leg, making them equally appealing to discerning customers. With an impressive near-perfect rating of 4.5 stars, these jeans embody comfort and style, garnering over 120 five-star reviews. Customers praise their flattering structure and versatility, making them essential for a modern wardrobe. One shopper enthusiastically remarked, “I couldn't be more happier… they are such great value for the price.”

Kmart's success reflects a broader trend in the retail landscape, where the emphasis on eco-friendly practices and affordable fashion solutions are becoming crucial. The retailer's approach not only meets consumer demands for style and comfort but also ensures inclusivity through its wide range of sizes. This commitment to versatility and value is synonymous with today's consumer preferences.

Amid rising competition, Kmart continues to capture market attention by juxtaposing affordable prices with styles that rival high-end fashion brands. As the retail giant expands its offerings and responds to customer needs, the potential for innovation in affordable fashion appears boundless.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14796169/Kmart-shoppers-obsess-30-dupe-Victoria-Beckhams-800-jeans-look-high-end.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://7news.com.au/lifestyle/kmart-25-jeans-compared-to-designer-pairs-shopper-puts-them-to-the-test-and-reveals-the-best-c-11756808)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14796169/Kmart-shoppers-obsess-30-dupe-Victoria-Beckhams-800-jeans-look-high-end.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.themercury.com.au/lifestyle/fashion/women-praise-flattering-20-wideleg-highrise-kmart-jeans/news-story/880fde62c35da3b0c4a7cc1ab677aea9), [[5]](https://seniorsdiscountclub.com.au/threads/is-a-25-pair-of-kmart-jeans-better-than-designer-ones-a-shoppers-comparison-tells-all.31954/)
* Paragraph 3 – [[6]](https://www.kidspot.com.au/lifestyle/beauty-and-style/literally-magic-kmart-shoppers-are-obsessed-with-30-shapewear-jeans/news-story/d590e590d2e969ac789cceeccf08be48), [[4]](https://www.themercury.com.au/lifestyle/fashion/these-flattering-22-kmart-jeans-are-your-new-perfect-pair/news-story/f2381f91047013eabd04f7032cb576fc)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14796169/Kmart-shoppers-obsess-30-dupe-Victoria-Beckhams-800-jeans-look-high-end.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://7news.com.au/lifestyle/kmart-25-jeans-compared-to-designer-pairs-shopper-puts-them-to-the-test-and-reveals-the-best-c-11756808)
* Paragraph 5 – [[6]](https://www.kidspot.com.au/lifestyle/beauty-and-style/literally-magic-kmart-shoppers-are-obsessed-with-30-shapewear-jeans/news-story/d590e590d2e969ac789cceeccf08be48), [[2]](https://www.themercury.com.au/lifestyle/fashion/women-praise-flattering-20-wideleg-highrise-kmart-jeans/news-story/880fde62c35da3b0c4a7cc1ab677aea9)

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

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14796169/Kmart-shoppers-obsess-30-dupe-Victoria-Beckhams-800-jeans-look-high-end.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.themercury.com.au/lifestyle/fashion/women-praise-flattering-20-wideleg-highrise-kmart-jeans/news-story/880fde62c35da3b0c4a7cc1ab677aea9> - Women have been praising Kmart's $20 Full Length Relaxed Jeans for their flattering fit and comfort. A TikTok user shared a video showcasing the jeans, highlighting their high waist and wide-leg design. Shoppers have noted that the jeans are suitable for various body types and are versatile for different occasions. Kmart's womenswear buyer mentioned that the jeans have been popular since their August release, with customers finding them to be their 'perfect jean'.
3. <https://7news.com.au/lifestyle/kmart-25-jeans-compared-to-designer-pairs-shopper-puts-them-to-the-test-and-reveals-the-best-c-11756808> - A shopper compared Kmart's $25 jeans to designer alternatives, noting that while the Kmart pair was a cheaper make, they were comfortable and flattering. The comparison involved more expensive jeans from Neuw, Nobody Denim, and AG. Despite the apparent quality difference against the designer brands, the Kmart jeans were deemed worth the price and photographed well, making them popular on social media.
4. <https://www.themercury.com.au/lifestyle/fashion/these-flattering-22-kmart-jeans-are-your-new-perfect-pair/news-story/f2381f91047013eabd04f7032cb576fc> - Kmart's 'Extra High Rise Straight Jeans' for $22 have been praised for their flattering fit and comfort. The jeans feature a super stretchy and comfortable fabric, with an extra high waist that provides a slimming effect. They are available in black and light acid wash, and have been a customer favourite since their release. The jeans are versatile and can be dressed up or down, making them a staple in many wardrobes.
5. <https://seniorsdiscountclub.com.au/threads/is-a-25-pair-of-kmart-jeans-better-than-designer-ones-a-shoppers-comparison-tells-all.31954/> - A shopper compared Kmart's $25 jeans to designer alternatives, noting that while the Kmart pair was a cheaper make, they were comfortable and flattering. The comparison involved more expensive jeans from Neuw, Nobody Denim, and AG. Despite the apparent quality difference against the designer brands, the Kmart jeans were deemed worth the price and photographed well, making them popular on social media.
6. <https://www.kidspot.com.au/lifestyle/beauty-and-style/literally-magic-kmart-shoppers-are-obsessed-with-30-shapewear-jeans/news-story/d590e590d2e969ac789cceeccf08be48> - Kmart's $30 Shapewear Jeans have gained popularity for their flattering fit and comfort. Crafted from stretchy denim fabric, they have a skinny fit and are designed to flatter all the right places. Available in sizes six to 20, they have been praised by shoppers for their comfort and slimming effect. A TikTok influencer reviewed the jeans, highlighting their high waist and the 'shapewear' effect that 'sucks in' the waist.
7. <https://www.nzherald.co.nz/lifestyle/fans-going-crazy-for-25-perfect-kmart-jeans/RBLXBLJU762HOGNLZOLXMOTM4Y/> - Kmart's $25 high-rise jeans have been praised for their flattering fit and comfort. The extra high-rise waist provides a slimming effect, and the carefully stitched seam offers a slimline look. The ankle fit design is suitable for shorter individuals, eliminating the need for alterations. Shoppers have noted that the jeans are comfortable, slimming, and versatile, making them a popular choice for many.