



## Jennifer Convertible

Perhaps a sputtering economy and high gas prices mean it's time to grab a few girlfriends and share jeans, à la *Sisterhood of the Traveling Pants*. That's exactly what mother-daughter duo Kathy Moca and Emilie Moca Whitaker was thinking when they got their inspiration for their hot denim line [Beija-Flor](#) in 2005. On a trip to Brazil (where hubby-slash-dad hails from), they nabbed a promising-looking pair of jeans. And when they got back to the States, they were thrilled to find that they actually fit them and their all-shapes-and-sizes pals.

Fast-forward a few years and the figure-friendly brand, which is manufactured in Brazil in eco- and ethically-conscious facilities, is developing quite the cult following. We especially love the new “shimmer” version of their best-selling Jennifer jean. With an almost leathery look, they have a subtle shine that's the result of a special coating. And like all the other Jennifers, the waist is slightly high, making them both classic and a little come-hither at the same time. In another boon to curvy gals, contrasting stitch colors draw the eye away from body imperfections.

As for the origin of the name [Beija-Flor](#), it's Portuguese for hummingbird—a creature the designers find to be “awesome.” Though it was years ago, Emilie fondly recalls a childhood visit to the Santa Teresa hummingbird reserve in her father's home state in Brazil. Taking a cue from the little birds, which flutter in every direction (even backwards), it's only natural that [Beija-Flor](#) jeans work so well with so many body types.

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