

# How Often Do You Really Need to Wash Your Jeans?

By Emily Hochberg | September 9, 2015



It's honesty time at FFF: time to come clean (in more ways than one) about how often we're really washing our jeans.

Because let's be honest. We can sit here, and tell you we scoured the internet for the definitive answer on how often you're supposed to do it (which we did) but will we always follow that advice? Ehhhhhh.

The truth is, rinsing your most-prized denim is truly personal. We've all had that perfect pair, the one that never sags, holds you in at all the right places – without a muffin top thankyouverymuch – and maintains a crisp blue hue. That is, until it took one too many tumbles through the spin cycle, only to become tight, faded, and devoid of a once perfect

fit. If you've never suffered from a severe case of PTSD: Post Traumatic Soaked Denim, consider yourself very, very lucky. And likely not human.

So, what's a girl to do?

Actually...mostly nothing! Unless you've wiped out on a jar of spaghetti sauce or been accidentally doused in morning coffee, most jeans are pretty durable and don't need to be washed all that often, if ever, says denim aficionado Chip Bergh, CEO of Levi Strauss & Co. Bergh. that his iconic Levi's were a year old and had yet to see a washing machine.

"If you talk to real denim aficionados, they tell you don't wash your blue jeans... If you treat them right, they'll last a long, long time – probably longer than most people's waistline," he said.

Bergh added that he has not contracted any icky hygienic conditions from this practice, and that less washing helps protect shape, color, and also supports environmental sustainability.

And he's not the only one who thinks so. When asked how often he washes his denim, designer Tommy Hilfiger said, "You don't want to know. I never wash my Levi's. Months. Never."

Other experts, like J Brand's Mary Bruno, say washing after every four to five wears is ideal.

Ultimately, it's up to you to decide when the time is right. If things are starting to feel a bit ripe, try spot treating stains first, or spritzing jeans with white vinegar or vodka to nix bad smells. A short stint in the freezer can also help zap germs.

Though, if it gets to that point, you may want to consider a trip to the dry cleaner, or the occasional wash. If you opt for a spin cycle, be sure to load it inside out, in cold water, followed by an air dry. Yes, you may have the do that notorious pants dance after the

initial wash, but so long as you don't rinse them too frequently, they should be back to fighting form in no time.

Tell us: how often do you wash your jeans?

xx, The FabFitFun Team

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