**GUESS INVESTS IN INNOVATIVE DENIM TECHNOLOGY**

*The global lifestyle brand introduces new performance denim in the SS17 collection*

Denim reaches a whole new level in Guess’ SS17 #Smartguess range of performance denim, with futuristic finishes and washes offering a brand new jeans experience.

The Cold Black line, enriched with heat-regulating technology, reflects sunlight more effectively than conventional black denim, with a sun protection factor of over 30. As a result, heat build-up on the body is remarkably reduced, allowing you to enjoy those warm summer days with an everlasting sense of coolness and well-being.

Stay White guarantees beautifully white jeans at all times, due to a special treatment that protects them from water and oil-based liquids and ensures whiter-than-white results for up to 20 washes.

The dry-fast technology of the Fast Blue line of highly breathable, water-resistant denim conveys moisture away from the body, for a feeling of total comfort.

With a wide offering of styles, you will be able to choose between flared jeans with front patch pockets for a touch of feminine self-confidence, skinny curve-enhancing fits to boost your sex appeal, and cheeky cut-off shorts for a hot summertime look.