

Blue Angel

Fashion It Girl and designer muse Alexa Chung brings her effortless '60s sensibility to the L.A. denim market

Fashion icons tend to have a symbiotic relationship with their jeans—look to Jane Birkin, Françoise Hardy and Marianne Faithfull, for starters, whose high-waist denim (and eye-grazing bangs) launched a generation of imitators. Enter Alexa Chung, the present-day reincarnation of a late-'60s siren, who makes the decade feel modern again through her on-point sartorial choices and, now, her own designs.

Chung has teamed up with L.A. denim and lifestyle label AG to create an eponymous new 20-piece collection that synthesizes elements of her easy, cool-girl style—from high-waisted cropped jeans with faded accents, to button-front denim skirts, to a swingy chambray dress with a pin-tuck bib—perfectly in line with spring's polished modus operandi. She's even thrown a few slouchy T-shirts and sweatshirts into the mix, so you'll be ready for your own off-duty street-style snap should the moment arise. \$70-\$300; agjeans.com.

Alexa Chung for AG Boyfriend tee, \$98, and The Revolution-9 Years Icon jeans, \$235.