

# Break the fashion rules and don your double denim for Jeans for Genes Day

- CARLEEN FROST HEALTH REPORTER
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Sara Bordon, Kerry Lim, Abbey Wirth and Sarah Emerton wearing double denim which will be all the rage for this year's Jeans for Genes Day. Picture: Cameron Richardson

**THEY call it the Canadian tuxedo — a controversial fashion statement seen on everyone from action hero Chuck Norris to pop megastar Britney Spears and throughout suburban Sydney in the 1980s.**

Love it or hate it, double denim is back — even if it's only for one day.

People across Australia are being urged to embrace what some may consider the ultimate fashion faux pas for Jeans for Genes Day on August 7.

Now in its 22nd year, national campaign manager Barry Kenyon said he wanted to turn heads in 2015.

“Back in the day it was quite unique to wear jeans to school or work with a tie and a business shirt but now it's not so different,” he said.

`` So we are reinventing what it means to be involved in Jeans for Genes Day.

`` We are encouraging people this year to go all out — double denim, triple denim, even quadruple denim

`` We want to go back to the days when people can make a denim statement.”

The annual charity event is this year hoping to raise \$2.5 million for the Children’s Medical Research Institute which works to find new treatments and cures for genetic diseases.

Money will be collected from schools and workplaces who are encouraged to let students and staffers wear more casual clothes for the day in return for a small donation.

This year participants are also being urged to upload their double denim look to social media with the hashtag #JeansForGenesAU

Denim lover Abbey Wirth said the popular textile was an ``ageless fashion piece”.

`` I find myself wearing denim nearly every day in some way — double denim is definitely not a faux pas anymore,” she said.

`` You only have to look in the glossies to see celebs donning their double and triple denim.”

Friend Kerry Lim said it was a look you could have fun with.

`` I love double denim — there are no rules with it,” she said.

`` It’s very versatile and always looks great.”