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The jeans that can protect you from identity fraud: New denim features special pocket lining to block thieves with credit card scanners

By OLIVIA FLEMING FOR MAILONLINE

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A savvy new brand of jeans is trying to put a stop to the ten million identities that are digitally pickpocketed every year.

Betabrand's new **Ready Active** jeans, made in collaboration with security company Norton, uses special lining in its front and back pockets to block radio-frequency identification (RFID) and near-field communication readers, which are used to scan for credit cards.

Made in San Francisco with high-performance stretch denim milled in the U.S., the jeans, which are in the prototype phase, can be purchased for \$151.20 while the project is still crowd funding. Once they go into production, they will go up to \$168.



Betabrand's new Ready Active jeans, made in collaboration with security company Norton, uses special lining in its pockets to block radio-frequency identification theft from credit cards

The jeans, which will ship in February, are available in a traditional slim fit; and a blazer with an RFID-blocking pocket is also available for \$198.

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Visa's PayWave, MasterCard's PayPass, American Express' ExpressPay and Discover's Zip card are just a few of the cards with RFID chips built into them.

As of 2011, there were 35million chip cards in use in the U.S., according to The Nilson Report, and even an inexpensive credit card reader can get credit card data from a few inches away -- even if the card is in a handbag or wallet.

'Just think: One day you're ordering dinner in a restaurant, the next day tech-savvy thieves are buying a 300" TV and a year's supply of queso dip with your credit-card information!', explains Betabrand's website.

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READY Jeans Protected by Norton feature two pockets lined with special RFID-blocking fabric, which shields your credit cards from scanning devices.

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Made in San Francisco, the jeans, which are still in a prototype phase, can be purchased for \$151.20 while the project is still crowd funding.. Once they go into production, they will go up to \$168

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As of 2011, there were 35million chip cards in use in the U.S. - and an inexpensive credit card reader is all it takes to get credit card data from a few inches away, even if the card is in a handbag or wallet



The jeans, which will ship in February, are available in a traditional slim fit; and a blazer with an RFID-blocking pocket is also available for \$198

The company says it is 'estimated that by 2015, more than 70per cent of all credit cards will be vulnerable to such attacks.'

The jeans, which must be machine washed cold, and line dried, are designed to help keep your digital information safe, but Betabrand warns that they are 'no replacement for exercising caution'.

'No RFID-blocking fabric can block all frequencies with 100per cent certainty, and even the most effective RFID-blocking materials can fail because of wear and tear and/or user error,' the site explains.

Read more:

[READY Jeans Protected by Norton | RFID-Blocking Pants | Betabrand](#)

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