The Evolution of Jeans and its Impact on Global Society

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History of Jeans and Denim

- Jeans of Genes (Genoa)
- Denim De Nimes (of Nimes)
- Italy’s Master of the Blue jeans
- Genoan sailors’ couture

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History of Jeans and Denim

- The Levi Strauss and Jacob Davis duo
- Even cheaper: Local fabrics and synthetic dye
- Better Pocket patent
- Choice of the working class
The Original Jeans

Originally:

- Work apparel for laborers
- Western attire
- Rugged, independent American
Jeans and Teens

Jeans in Youth Counterculture (1960s):

- Hollywood’s “Bad boy” apparel
- Youths vs. Establishment
- Banning jeans in schools
- Solidarity movement for workers

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Why Jeans?

- Appeal: versatility, affordability, style
- Put Americans on same level
- Casual and relaxed
- Personal clothing article
“Jeans are everywhere”

The History of Jeans and Denim

Jeans in the US

Jeans in the World
The US Navy spread Jeans Worldwide

- WWII: official off-duty uniform of the navy and coast guard
- Spread jeans worldwide
- symbolized American liberty
“Jeans Fever”

- USSR: jeans symbolized the West
- Jean trafficking in the communist era
- Were placed in the American exhibit at the 1958 World’s Fair
“Denim: Fashion’s Frontier”

- 1980s: creation of designer jeans boosted jean popularity among upper classes
- Jeans became a mainstream international product
“Denim: Fashion’s Frontier”

Jeans had penetrated the Berlin Wall!
Jeaning the Law

1992 Rome: rape-case overturned by supreme court because the victim was wearing very tight jeans
Jeaning the Law

2014 India: Family court ruled that a wife can file for divorce if her husband does not allow her to wear a kurta and jeans.
Jeaning Economics

- Massive global market
- Unshakeable fashion sector
- Designer houses adopt iconic look

“How about that? I used to work for the clothes I design.”
- Yves Saint Laurent

“Jeans are expressive and discreet, they have sex appeal and simplicity, everything I could want for the clothes I design.”
- Yves Saint Laurent
Jeaning Economics

- BRICS rise on production
- Emerging African production

The History of Jeans and Denim

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Summary

- Jeans created in France
- Later spread across Europe and to US
- Rose in popularity in the US
  - Affordability, durability, and style
- Became economically, politically, and socially important
  - Huge global market
  - Legal issues
  - Integral part of cultures everywhere
Sources

1. http://www.fashionintime.org/history-jeans/