

Jeans

still in Fashion....



Levi's Jeans is the best UK's Jeans

Jeans were first created in 1873 in Genoa Italy when the city was an independent republic. The first jeans were made for the Genoese Navy because it required the trousers for its sailors that could be worn wet or dry for any type of purpose. These jeans would be laundered by dragging them in large nets behind the ship and the seawater turns them totally clean. The French word for these trousers was "anchored". The French "bleu de genes" from the Italian "blu di genova". These were the beginning words for these trousers but today these trousers are known as Jeans.



Jeans were developed in America around 1872. Levi Strauss was a Bavarian dry goods merchant who lived in San Francisco. One of his Levi's customers was Jacob Davis. He was a tailor who continuously purchased plenty of cloth from Levi Strauss. He had an idea to use copper stuff to make them more decorated and more stylish such as on the pocket corners. Unfortunately Jacob didn't have enough money to complete his idea. So he wrote a letter to Levi to suggest him that they both together could go into a business. Strauss accepted his suggestion on May 20, 1873, the two men received a special machine for the improvement in their trousers around the pockets from United States. So in this way jeans were invented.



Jeans in popular culture

Blue Jeans

Blue Jeans were worn by workers. During the 1950s, the teenagers and young adults became suggestive to wear blue jeans for conformity in the United States. However some adults considered it as unruly; for example, some movie theatres refused to admit those people who wore blue Jeans. During 1960s, the wearing of blue jeans became more acceptable and by the 1970s, jeans become a normal fashion in the United States. The jeans continued through the 1980s and 1990s to the point where jeans are now an essential of the people's cupboard. Now every American cupboard have average seven pairs in it.



Film star Marlon Brando in jeans



Levi's Jeans were worn by miners, farmers and cowboys and could be seen in all walks of life. Levi's Jeans were originally produced in only three sizes. Today, Levis are available in a variety of styles and are sold exactly in the fitness of the body. Outside of the United States, particularly in Russia where is a popular culture, blue jeans were and even today are in fashion. The American imported Jeans are very expensive. In Chinese language, jeans are known as "niuzaiku".

More Americans are now wearing jeans (not always blue) on more occasions; women and men, rich and poor, in collages, classrooms, at parties and to nightclubs even at work.

Invention of Levi's Jeans

Levi Strauss came to San Francisco in 1853, at the age of twenty-four to open a west coast branch of his brother New York dry goods business. He had spent a number of years learning the trade in New York after emigrating there from his home land Germany. He turned his work into a very successful business. He made a name for himself a well-respected businessman through his success.



In the 21st century the Jeans is still popular. Every type of person wears the jeans, a Hollywood Star and even an ordinary person. A very famous Author Saint Laurent said about jeans "I wish I had invented blue jeans. They have expressions, sex appeal and simplicity, all hope for in my cloths".

Another very famous Author Jewel Kilcher said, "on my own I generally have very messy hair and wear jeans".

Every teenager loves to wear jeans so that's why Marion Jones said "I'm a jeans and sweet type of lady, but I think that it's important to occasionally show a little bit of femininity and I think I do any way".

Now days, a very famous Bollywood actor John Abraham is very famous for wearing Levi's Jeans. He said "I love Levi's Jeans because I always feel comfortable in Levi's Jeans".

Levi's Jeans are the original stylish jeans that make personality of the person. Levi's has the best fitting jeans for men, women and kids. They are available in various colours and designs. It is the UK's best Jeans. The prices started from just £29.99 and onwards.

