

1873



We all know that Levi Strauss & Co. invented the very first pair of jeans workwear riveted for strength made of brown cotton duck and true blue denim which were then patented by Jacob Davis & Levi Strauss on May 20, 1873.

1900



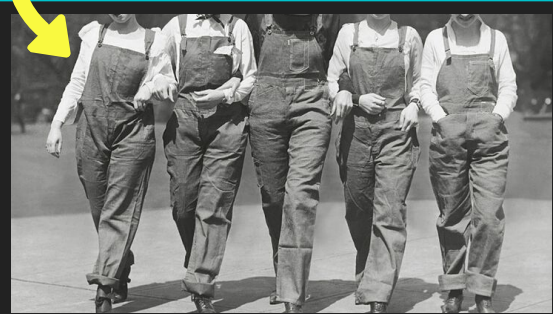
Early 1900s, miners would wear jeans and overalls fabricated from heavy-weight denim.

1920



Levi's jeans became a staple bottom worn by miners & males who needed thick, durable trousers to withstand their manual labour. Jeans were thick, and 100% cotton.

1930



In 1930s, denim maintained its western feel while still serving labor intensive lifestyles. The heavy influence of popular western movies introduced the nation to the idea of denim as a form of women's wear.

2020



The rising of ThermoChromic denim. Jeans that change color depending on the temperature. Meaning if you get hot in certain areas the pants get whiter.

2010



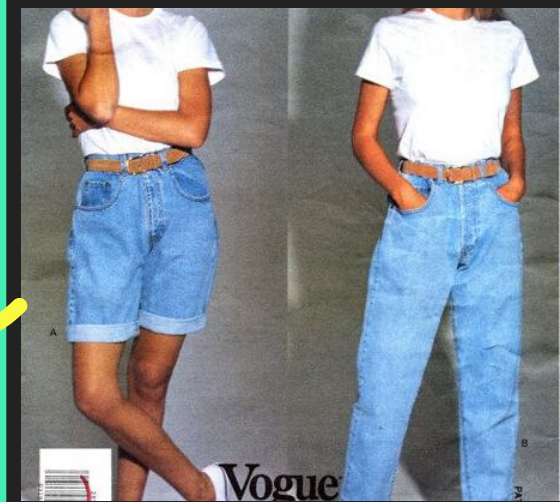
From 2010 and on, skinny jeans became the most popular style. Straight leg jeans are another popular denim trend for women that has risen in the past few years, thanks to the influence of style bloggers and fashion bloggers.

2000



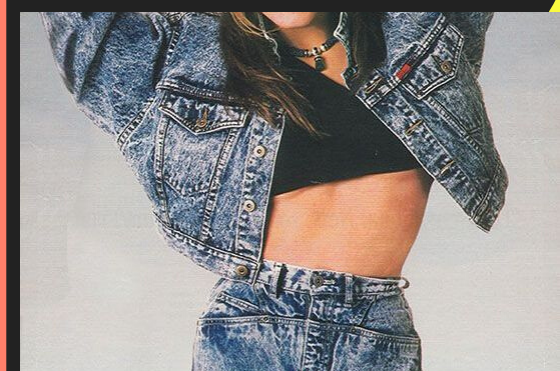
In 2000 the ultra low-rise jean is very popular. Flare & bootcut denim were among the most popular cuts of the early 2000s and came in a variety of washes.

1990



Jeans became more about slouchy, casual style. In particular, denim reached what was perhaps its peak popularity during this decade. "mom" jeans, oversized denim jackets & denim overalls were popular.

1980



The '80s was the rock scene: acid wash, rips, holes & "cut offs". The public was eagerly swapping their once-beloved bell bottom jeans for the high-waisted, acid washed and tightly-pegged style.

1970



The years of the bell bottoms. These wide leg pants came in numerous colors and were long enough to reach the floor. Often decorated with beads, paint, and embroidery. It was a statement of non-conformity.

EVOLUTION OF DENIM

From rugged workwear to fashion staple, denim jeans have gone from strength to strength. Jeans are pants made from denim or dungaree cloth. Invented by Jacob Davis and Levi Strauss in 1873 and a worn still but in a different context. Jeans are named after the city of Genoa in Italy, a place where cotton corduroy, called either jean or jeane, was manufactured.

FASHION SOCIETY / FASHION BUSINESS OF LASALLE COLLEGE JAKARTA / LECTURER : ICHWAN THOHA

1940



By 1940's the brand GWG produce colored denim jeans for children. Adolescent girls started to wear men's jeans as casual wear. In order to distinguish themselves, most girls started to roll up their jeans & add a leather patch. Jeans then transformed into a symbol of youth and freedom, an affliction of the young through their similarities in dressing, freedom from sexual stereotype & restrictions of parental and societal values.

1950



Light washes, cuffed denim styles, & black jeans were the reigning jeans trends among men, and popular brands; Levi's, Lee Cooper, and Wrangler jeans. Jeans became the trend of the "bad boy" culture that was very popular. In 1953 Marlon Brando wore a pair of Levi 501 Jeans in "The Wild One" starting a linkage between rebels and denim which led to denim jeans being banned in some public schools in America.

1960



Toward the end of this decade, the counterculture movement gave life to a new crusade: the flower power movement. Flowers began appearing in embroidery on denim jackets and jeans, this movement focused specifically on promoting a culture of non-violence and heavily encompassed the symbolism of the flower.