

Evolution of Denim

1910s



In the early 20th century, denim was adopted as the preferred workwear fabric choice for western cowboys, miners, farmers in the US.

1920s



Jeans were rapidly moving through the life style of "American wild west" on 1920. Lumberjack, cowboys, and rail road workers were seen wearing jeans as their icon and work wear. In the 1930's Levi Strauss also added a signature red flag to the back pocket of Jeans, making it the first item to have designer label on the outside. On the year of 1930, jeans also a suitable fashion outfit for women and not just a work-wear.

1930s



Almost all aspects of life in the U.S. during the early 1940s were affected by World War II. As a result of over hundreds of thousands of American men being drafted into the war, women were left to fill the newly vacant jobs across the country. This introduction of women into the workforce inspired many changes in women's fashion, including the increasing popularity of denim.

1940s



The dark hue and stiffness of denim made it a popular fabric for trousers in the 1950s. Zippers were incorporated for the first time in 1954 and the younger generation began to wear denim trousers as leisurewear.

1950s



Students began wearing jeans to college and the humble jean trouser became an unofficial uniform at protests, discos and all range of social activities. At the same time, women were starting to embrace sexual liberation through their clothing.

Their denim jeans came to reflect this spirit as they wore bolder styles with slimmer waists and wider, 'bell-bottoms'

1960s

As demand grew for flared and bell bottom styles, the trend spread from the US to Europe and was no longer associated with the niche hippie movement. Denim jeans became the go-to style for youths in all areas of life. Denim's vest and skirt also an iconic fashion statement on this era.

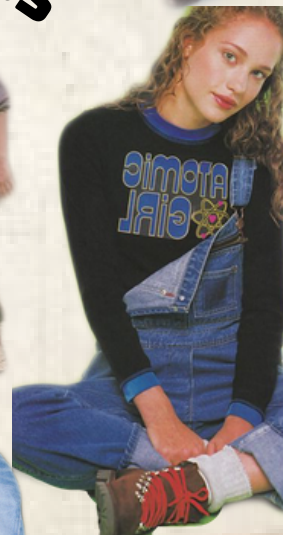
2000s

In the 2000s, customised denim became a hot trend since it enabled wearers to express themselves creatively through their style, a big part of the Millennial mind-set. Ripped jeans, embroidered and pinned together – DIY jeans were officially in. And also the biggest denim style story of the decade began in the mid-to-late 2000s, with the resurgence of the skinny jean, as a result of innovations in denim stretch technology.

1970s



1980s



In the 1980s, denim managed to sneak itself into other subcultures such as punk, grunge and rock. New finishes such as acid wash became popular and the denim skirt and ripped jeans make their mark in the sector too. Brands such as Calvin Klein and Armani launched designer jeans for the first time, ushering in the age of premium denim. Adriano Goldschmied, the father of premium denim, also helped popularise a new denim fit in '80s – the skinny fit.

2010s

Straight leg jeans are another popular denim trend for women that has risen in the past few years. Straight leg jeans are designed to hug the wearer's bottom, hips, and thighs, for figure flattery. High waisted jeans are another popular, throwback denim trend of recent years that women are loving. This style is especially flattering to curvy figures. Other vintage-inspired jean trends — including denim overalls, jumpsuits and rompers — became must-have fashion items in the past decade.

1990s

In this decade, jeans became more about slouchy, casual style, than something you would wear to dress up in. Denim overalls and shortalls, which were popular among younger women. For men, the rise of hip hop brought along a rise in popularity of baggy jeans. Pop groups such as TLC, the Spice Girls and Destiny's Child helped boost these styles amongst their fans. The 1990s also saw the rise of the 'boot cut' – a slimmer, more subtle denim flare more suitable for daily wear.

