

# The Evolution of Jeans (not genes)

By: Humzah B.



# The Rundown

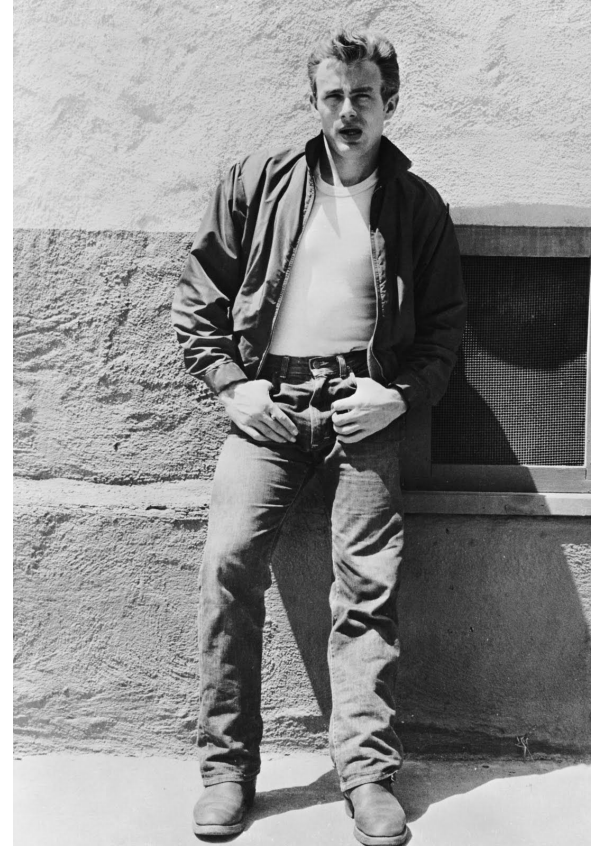
- History of Jeans
- Construction of Jeans
- The Classic 501
- Introduction to Distressed Denim
- The Fear of God



# The History Of Jeans

- The first pair of blue jeans were made by a man from Germany named Levi Strauss.
- The first blue Jeans and tents were made from the same material
- Jeans were originally made for the intent of workwear.
- It wasn't until actors Marlon Brando and James Dean started wearing jeans in their movies that the public wanted to start wearing them too.





# It's All in The "Jeans"

- The belt loops, waistband, back panel, pockets, and leggings of a pair of blue jeans are all made of indigo-dyed denim.
- Other features of blue jeans include the **zipper**, buttons, **rivets**, and label.
- The zipper and rivets have been traditionally made of copper, but the zippers, snaps and buttons are made of steel.



# The Classic “501”

- The classic Levi’s “501” jeans were originally numerically designated for their waist overalls back in 1890.
- In 1927: the number 501 was assigned to Levi’s Jeans and were developed from 10 oz. red selvedge denim.
- In the 50’s, the 501 jeans became the uniform for youth rebellion.





# “A Denim in Distress”

- Jeans that are showing natural or manipulated wear and tear are often referenced as “distressed”
- Distressed denim was popular in the 1980s and in the 90s-2000s during the grunge era.
- In the early 2010s, ripped jeans came back in style, as a 90s revival, but were sometimes introduced as Distressed - similar to ripped jeans, but the horizontal sewing point was occasionally removed to look like it was distressed.
- Brands like Fear of God and Celebrities such as Rihanna have made distressed denim trendy all over again.



# The Fear of God

- In 2013, LA native Jerry Lorenzo started a streetwear brand revolving around distressed denim called “Fear of God”
- Social Media and Jerry’s A-list connections led to his brand flourishing in the current fashion world
- Fear of God has utilized Japanese Denim and made it into a piece that is often imitated but never duplicated.





