

Assignment Topic: Blue Gold
Course: BUF 3500 Brand Image Marketing
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The Fulfilling Traveling Jeans

Dear diary,

What an extraordinary journey it has been from our first days of being stitched together. We're not just any jeans, we have witnessed a lifetime of history that has evolved with human history and experienced a history like no other, a history as rich and varied as the people who have worn us.

I first remember our first journey into the world. It all started with the rush for gold during the Gold rush era of America. Starting in the West mountains of America, we first had a goal of being durable, tough and long lasting to help these gold seekers in their own journeys. We were the helping hands in many seeking the American dream and gold prosperities. Being put through difficult and demanding conditions of the miners that wore us, our purpose was to survive the dirt, the rugged mine conditions and protect our wearers above all. From the crafters that stitched us together, we were born into a world of uncertainty and possibilities just like the people who would go on to wear us. The rugged terrains and long working shifts of those seeking their destiny and gold rushes filled our stitches with the sweats, hard work and aspirations as they sought out fortunes. While some succeeded, we experienced the defeat and harsh realities of life as some lost their lives in pursuit of this happiness while others dreams were shattered without Gold, moving us into the next journey.

As the dust settled and the gold rush dreams vanished, our purpose evolved from being the helping hand and durable partner, to now being the traveling companion as the settlers moved from the west to the east. As the American dream has died for many with the end of the gold rush, the new dream was filled with opportunity and a new embodiment of resilience and determination in continuing to seek the pursuit of happiness. No longer were we filled with dirt and dust from the mines, but now we rode on the backs of horses as our wearers rode out east seeking new dreams.

The industrial revolution repurposed our goals once again, now being the factory helper for males and females alike who transitioned with America inspiring new dreams and hopes for those that wore us. Durability was still our main purpose, being worn every day to be the helping hand and protecting companion that evoked resourcefulness and ingenuity just like the American people and their determinations. The days of just being a working staple garment soon disappeared as we transitioned into the 20th century and became a helping hand to the change's society was experiencing.

As high fashion and couture dominated fashion and Hollywood, we soon arose with the fashion rebellion of the youth that started to embrace us and remove us from just being working durable goods. We became a staple in the American society, being the rugged everyday wear for the working class, the symbol of individuality and rebellion for the youth while also even becoming

hot couture with Hollywood and brands like The Gap embracing our duty. We became a symbol for freedom, individuality for those who dared to challenge traditional norms and status quo. As society underwent profound transformations such as the civil rights movements and women's rights movements, we bore witness the struggle and triumph by the generation that was determined to create a better future. We stood alongside those who fought for equality and justice. We stood beside these inspirational figures as they sought a new dream and aspirations for a better world, being part of the marches and movements that revolutionized society within America.

Now we finally have become embraced by high fashion and couture. From walking runways in Paris fashion shows with the biggest models and for the biggest fashion brands, our journey has been gratifying. From the early days of the grind from the gold rush to being a part of the height of fashion, this journey has weathered a lifetime of adventures and purposes. We have witnessed the progression of fashion along with the transformation of America and its values. We have been repurposed and reinvented along this journey but have maintained our durability and integrity in every stop. From the simple stitching from which we started to this enduring legacy of being an iconic garment not just in America but across fashion worldwide, our journey still seems to just be beginning. As the world, technology and fashion continue to develop and advanced, I'm excited for our future and the next steps we have on our everlasting journey.

Yours truly,
Favorite Jeans