

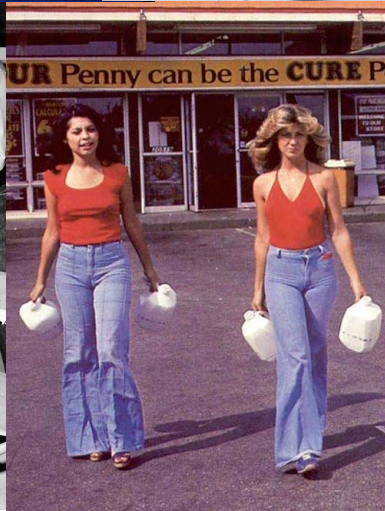
The Evolution of Women's Jeans in America

(1930's to Present)

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Introduction to the Fashion Industry

Why jeans?

I did my research paper on the evolution of jeans because they are a staple piece of clothing, that I believe is very important in fashion. I was interested in learning about what aspects of the pants changed through the years and what was influencing these changes.



First Pair of Blue Jeans: 1873



- > The rise of the gold rush in California cause a demand for sturdy work pants for men.
- > Levi's Strauss & Co. created the first pair of jeans, they were made of heavy denim fabric, baggy, and its most popular feature were rivets to reinforce the pockets and prevent ripping.
- > Men were really the only ones wearing jeans, besides the few "rebellious" women on ranches in the west who might wear a pair of the men's jeans while they worked.

1934's

- > Levi's created the first pair of women's jeans, called "Lady Levi's" in 1934.
- > Baggy/loose fit, cuffed at the bottom, and similar to men's jeans.
- > Western Ranch Workers were the only women wearing jeans at this time.



1940's

- > America entered WWII causing women to take over industrial jobs as men were sent to fight.
- > Factory uniforms were made of denim because of their durability, some women wore overalls other wore pants, both had loose fits.



WESTERN RIDING WEAR SINCE 1850

BUILT THE WEST

In 88 years Levi's have built a great performance that is unmatched for all other brands. From our original denim to our modern stretch denim, we have always been there for you. Our denim is made in the USA and is the most durable denim in the world. Our denim is made in the USA and is the most durable denim in the world.

Every pair of Levi's you will wear is made in the USA. Our denim is made in the USA and is the most durable denim in the world.

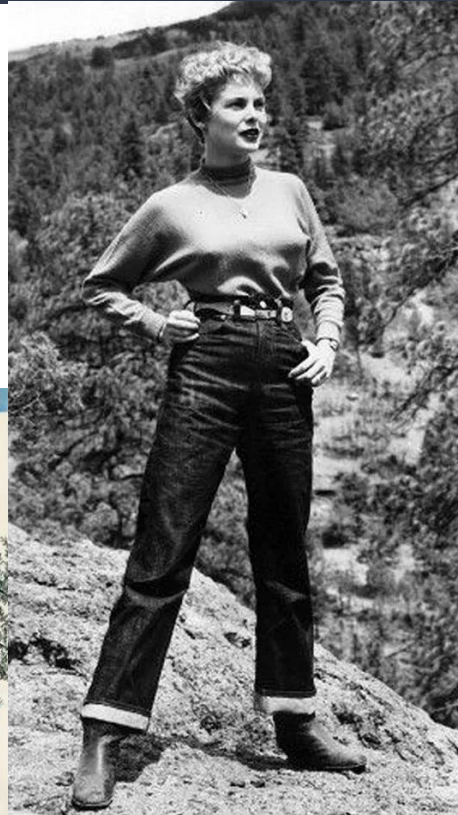
LADY LEVITS

100% Cotton. Machine Washable. Levi's Lady Levis are made in the USA and are the most durable denim in the world. Our denim is made in the USA and is the most durable denim in the world.



FOR 88 YEARS ALL LEVITS HAVE BEEN MADE IN THE USA. THIS IS OUR GUARANTEE. A TRUE AMERICAN PRODUCT.

Levi Strauss & Co. SAN FRANCISCO CALIF. U.S.A.



1950's

- > Stars like James Dean and Marilyn Monroe associated jeans with a rebellious/ cool look, attracting the attention of young people.
- > Jeans were had a tighter fit compared to uniforms from the 40's and were now being worn as casual clothes.
- > Cuffed at the bottom, straight leg, and high waisted.



Late 60's to 70's

- > "Stretch Lady Levi's" was released allowing for tighter fitting jeans.
- > Youth counterculture, Vietnam War Protests, Sexual Revolution and the Civil Rights Movement. Young people wanted to stand out from their parents generation.
- > Bell bottom/flared jeans, embroidery patches, high waisted, and tight.



Designer Jeans: 1976

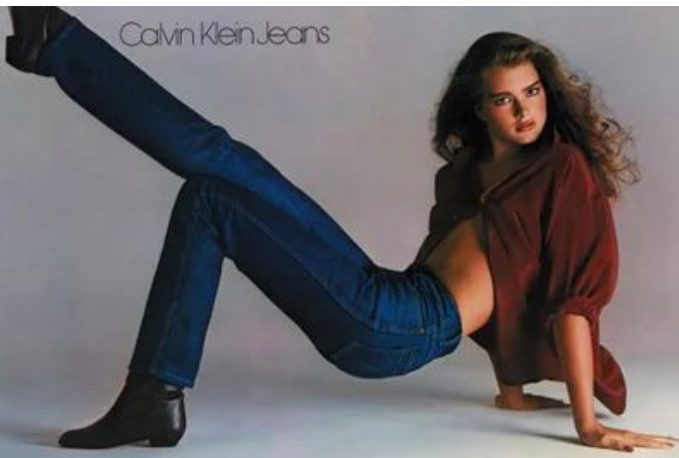
- > Calvin Klein features the first pair of designer jeans on their runway in 1976.
- > They style was more refined and mature compared to what the youth was wearing at the time.
- > High waisted, cuffed at the bottom, tight fit, and straight leg.



1980's

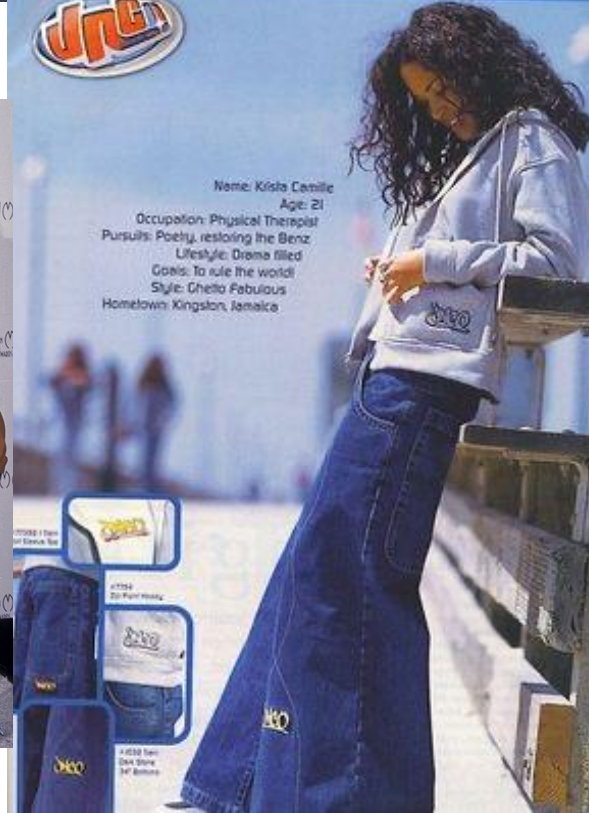
> The "mom jean" was now in style, these were jeans that had a straight leg, high waisted, sometimes acid wash or ripped along the legs.

> Jeans became a mainstream piece of casual clothing and now people from Madonna to Princess Diana were wearing them.



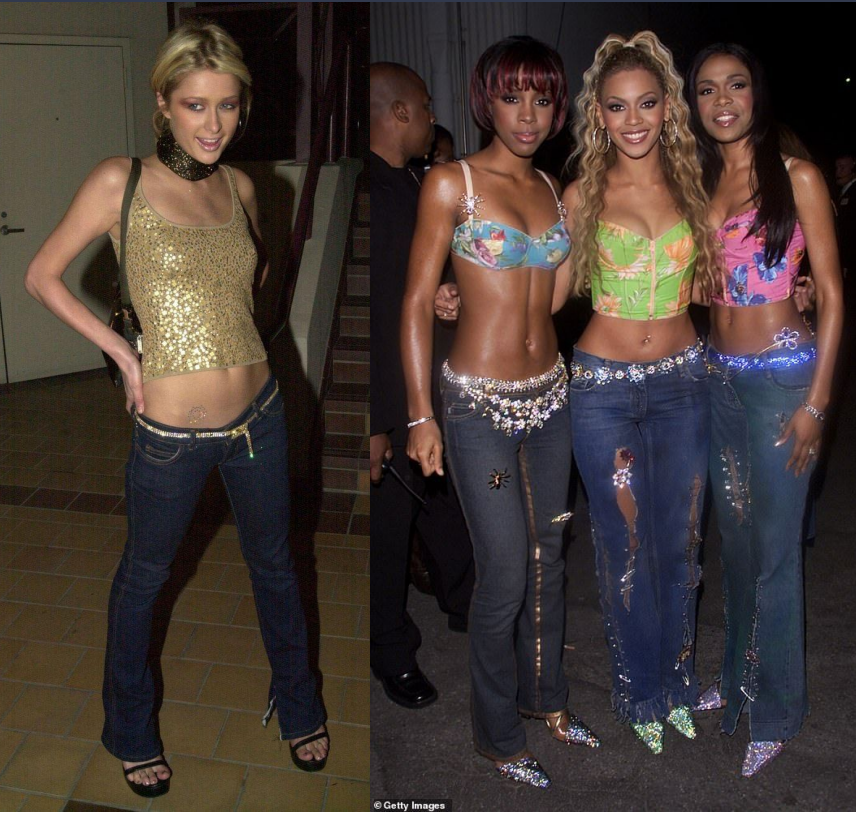
1990's

- > Hip hop became popular, and with that came the streetwear trend. These clothes were extremely baggy, so brands such as JNCO became popular.
- > Another popular look that was less exaggerated than JNCo jeans were also slightly baggy, high waisted, and had a straight leg.



2000's

- > Low waisted
- > Bedazzled and embroidered, along the jeans and back pockets
- > Boot leg or flared
- > Paired with a flashy belt



2010's

- > Simple high waisted, tight, skinny jeans in a variety of washes
- > Ripped jeans had returned which was reminiscent of the 1980's where this was also a very popular look.



2020's

> I believe due to the pandemic and more people staying home comfort is going to be a main priority in fashion causing loose fitting jeans to gain popularity..

> Jean trends for the 2020's are still emerging and bound to change, so far these are just some popular looks people are wearing.

