

# THE STORY OF JEANS

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# THE STORY OF JEANS

Jeans were the classic clothes of the American West. In 1853, a young           Noun           from Germany, called Levi Strauss,           Verb - Past Tense           working in San Francisco; Levi sold thick           Noun           to miners; the miners used the canvas to make tents. One day,           Determiner           miner told Levi that he could not find trousers that were           Adjective           enough for work in the gold mines. Levi decided to make some trousers out of canvas.

Very soon, he had sold all the canvas trousers he had made! They were just what miners wanted. However, the canvas was rather heavy and           Adjective          . Levi           Adverb           began to look for a different textile; soon he found a heavy textile from France; it was called serge de Nimes. Americans just called this de Nimes,           Coordinating conjunction           this name soon got reduced to denim. Denim was a bit           Adjective - Comparative           than canvas, but it was very strong; it was ideal for miners. However, original denim was almost white, and miners did not like the color! Their denim trousers got dirty as soon as they began working!

Levi Strauss therefore decided to use colored denim, and he           Verb - Past Tense           dark blue. In 1873, he began to make denim trousers with metal rivets to make them stronger. This was a radical new idea: "Blue jeans" had           Verb - Past Tense          ! Levi's jeans were so popular, that           Pronoun           company got bigger and bigger; soon, other firms were making blue jeans too. Miners liked them, but so did cowboys and other working men. Blue jeans           Verb - Past Tense           classic American working trousers.

After the Second World War, jeans became popular all           Preposition           the world. Today, blue jeans are made over

the world - most of them in Asia. Very few jeans are now made in the USA, because of the cost:

\_\_\_\_\_ Conjunction \_\_\_\_\_ it is still possible to buy blue jeans that are made in San Francisco.... if you have a lot of money to spend.

Today there are hundreds of different brands of jeans. Many top fashion brands, like Armani or Benetton, make their own blue jeans. But for real authentic jeans, "Levi's" are still the most \_\_\_\_\_ Adjective \_\_\_\_\_ brand.