



Designer Jeans and Premium Jeans - the Evolution

Popularity usually comes with an expiration date, but apparently not for designer jeans

Blue jeans, dungarees, denim; they originated as pure work wear but today, premium denim and designer jeans have spread through every level of the fashion spectrum and evolved into the world's most popular and versatile garment.

Designer Jeans and Fashion Today- jeans are a fashion statement. Denim is a fundamental to wardrobes of both men and women. Denim and designer jeans have become acceptable in the work place, and carry you smoothly into the weekend. Premium denim is made stronger, so they fit better, last longer, and are much more pleasing to the touch.

Designer jeans today come in many cuts, styles and washes. Designer jeans are trendy, ranging from traditional boot-cut to skinny jeans. Straight leg jeans are just as popular as wide-leg jeans. It's all how you wear them and what you wear them with.



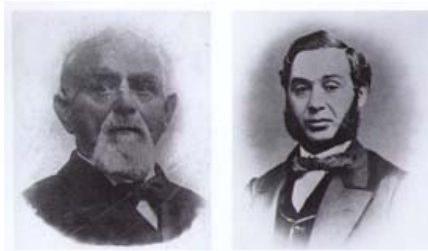
Today there are many designer jeans brands to choose from such as Antik Denim, Chip & Pepper, Blue Cult, Kasil, Lucky Brand Jeans, Gold Sign, People's Liberation, and many others. Each of these designer jeans brands has (a) unique quality to them. J & Company jeans is best known for its hand crafted detail and embroidered back pockets,

Today celebrities like Jessica Simpson, Eva Longoria, Jessica Alba, and Carmen Electra sport the latest fashions in designer jeans wear, influencing

the fashion tastes of the masses. In addition to everyday wear, celebrities wear designer jeans to photo shoots, talk shows, shopping, or when they're just out getting a cup of coffee.

Some celebrities endorse major jeans brands while others have even started their own line of designer jeans such as Justin Timberlake's William Rast Jeans.

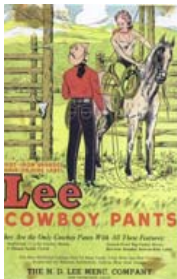
A Brief History and the Origin of Designer Jeans:



Jacob Davis and Levi Strauss developed the first 'blue jeans' in 1873. They were designed for strength and durability for heavy laboring in mines.

Those who worked as miners and other manual labor professionals needed clothes that would not tear.

Jeans have been adapted to reflect every passing decade and every new generation...



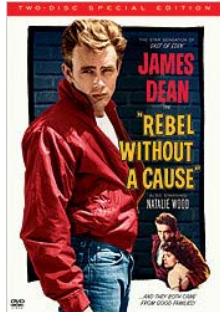
1930's

Cowboys and Jeans in the 1930's- the Western theme boosted the popularity of jeans among young and middle-aged men. Cowboys were wearing blue jeans, and so was every other male that wanted to be cool.



1940's

Soldiers and Jeans in the 1940's- soldiers of WWII were seen as idols and heroes to many. These soldiers wore jeans when they were off-duty attracting the attention of the population throughout Europe, although at this time there was a decrease in production because of restrictions on material.



1950's

Rebels and Jeans in the 1950's- this was the period of the rebel; teenagers were making jeans their own. Teens were the first to embrace jeans as a symbol of their generation. Since jeans were not allowed in school, it only increased the appeal. James Dean, Marlon Brando, and “The Fonz” were the cultural icons of jeans at this time.



1960's

Hippies and Jeans in the 1960's- jeans were the virtual uniform of the anti-war movement. The hippie movement inspired jeans to be worn at events like Woodstock and protests. Jeans were modified during this time with psychedelic colors, embroidery, and cut-offs.



1970's

Bell Bottom Jeans in the 1970's- while the jeans were bell-bottom style and stone-washed, they were still popular. During this period they were made in sweatshops in southern countries and were cheaper for the consumer.



1980's

Ripped Jeans in the 1980's- you've got to admit when you hear the term, the 80's you can't help but smile. During this time jeans were popular by both men and women. And it was a cool thing to rip holes in your jeans and give them a worn out look. At this time, high end designer jeans were only affordable for the working class, and jean prices only increased from there on out.



1990's

Baggy Jeans in the 1990's- wasn't as long ago as we may think...during this time, jeans were a staple to wardrobes everywhere. Hip hop artists made the baggy look cool, and during the early 90's it was cool to 'peg' your jeans by folding the lower leg in and rolling the jeans at the leg opening up, which combined to give the jeans an additional "turbo-taper".

Jeans Innovation and Personalization in the 2000's -many jeans makers and retailers have become more innovative and technologically savvy in order to offer loyal jeans fans better products and more personalized shopping experiences. Levi's had a go at custom-made jeans beginning in the mid 90's and into the 2000s, and several other retailers and manufacturers followed suit to offer their customers the ability to create custom-made-jeans. Levis eventually cancelled this program while others have continued to make small strides in this area. Experts predict that it will take years for custom clothing to catch on.



In 2005, two MBA students at Babson College in Wellesley, MA incorporated True Apparel Company and in 2006 launched True Jeans, the first online jeans store 100% focused on fit. True Jeans uses advanced algorithms to match customers to jeans that fit. By eliminating the dressing room, True Jeans innovative technology and personalized shopping experience makes the jeans buying process painless and reliable so that customers can focus on the fun part of shopping. In 2006, Fortune Small Business Magazine selected True Jeans as one of six new companies to be featured as the "Next Little Thing."

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