

BLUE JEANS

Read the text and fill in the blanks with an appropriate word.

The story of blue jeans goes (1) _____ a long way. Even (2) _____ Levi Strauss started manufacturing them in San Francisco in 1850, sixteenth-century sailors in Genoa were making trousers out (3) _____ a cloth which they named "gene", after their city. Jeans were though to be excellent work clothes, as the material didn't wear out easily and was strong (4) _____ to allow people to carry tools in their pockets. Then in the 1950s jeans took on a new image when teenagers started to wear (5) _____ as a fashion statement.

The jeans of today have changed very (6) _____ from their original design. Cotton is still used and most jeans are still blue, (7) _____ they were in the beginning when they were dyed using indigo. Back pockets have remained a common feature, too, as (8) _____ the metal pins used to strengthen the jeans at certain points.

The (9) _____ decades, however, have seen variations in style. In the 1970s , for example, wide-legged "bell-bottoms" were popular, and then more recently jeans with rips in the knees became fashionable. (10) _____ have also been times when it was been trendy for the color of the jeans (11) _____ look faded. Designer jeans have always been popular, but of course, they tend to be expensive. Arguably, lesser-known brands can be (12) _____ as good quality and bought at (13) _____ more reasonable prices.

