THE HISTORY OF JEANS.

In 1873 two Americans discovered that a cotton fabric called 'jeane' was very strong and practical for outdoor work. Because the fabric came from Nimes (de Nimes in French), they called the fabric denim.



It all started when a customer asked a tailor named Jacob W. Davis to make some strong trousers for her husband. Davis bought some denim from Levi Strauss' shop, and he added rivets to make the pockets strong. The happy husband showed his friends.

[1] Davis and Strauss quickly sold 200 more pairs of jeans, but they didn't want other people to copy their idea. So they registered their new product with the government right away, and 20th May, 1873, became the birthday of blue jeans.

[3] Today there are many products made of denim, such as bags, boots and ties. Even jewellery such as bracelets, necklaces and hair decorations can be made from denim. Some designers re-use old jeans to create new fashion products, too.



[4] In the 1800s, or just over a century ago, denim was almost a uniform for outdoor workers. Most people wore it. Today you can spend a lot of money on a denim designer outfit or show your wealth by wearing a diamond accessory on your jeans pocket. But if you haven't got $1,000 to spare, you can still dress up in jeans by wearing high heels.

[5] Look around you. How many people can you see wearing jeans? There must be a good reason! Maybe it's because jeans are made of a very practical fabric.

1. Answer the questions:

1. What did the customer ask the tailor Jacob W. Davis to make?

2. How many arts of trousers did Davis and Strauss sell quickly?

3. Name three products made of denim.

4. What accessory can you wear on the pocket of your jeans?

5. What does the writer believe is the reason for the success of jeans?

2. Read again. Find verbs in the past simple tense. Write the events they describe under in the past. Write present – day actions in the Now column.

IN THE PAST	NOW

3. Read the summary. Write the words from the box in the blanks.

Added	denim	fabric	jeans	practical	wanted

'Jeane' was a strong, cotton (1)_____sold in America 200 years ago.
A woman (2)_____new trousers for her husband.
Jacob Davis bought some (3)_____from Levi Strauss.
He (4) _____ _____rivets to make the pockets strong.
Many workers liked the jeans because they were (5) _____
Davis and Strauss registered their new trousers in 1873 so that nobody could copy their (6) _____ .