

Read the passage and then complete the sentences

Jeans are very popular with young people all over the world. Some people say that jeans are the _____ (1) of youth. The story of jeans started almost 200 years ago. People in Genoa, Italy, made pants. The cloth made _____ (2) Genoa was called “Jeanos”. The pants were called “jeans”. In the 1950s, two people helped make jeans popular with teenagers: Elvis Presley, and James Dean. In the 1970s and 1980s, jeans became very expensive. _____, (3) to regular brands like Levi’s and Lee, _____ (4) designers like Calvin Klein and Pierre Cardin began making “designers jeans”. Jeans are so popular that Levi’s has sold over 20 billion pairs. Almost anywhere in the world you know what young people _____ (5) to wear: Jeans!