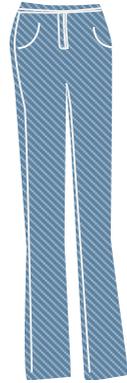# JEANS HISTORY TIMELINE

The word jeans comes from a kind of material that was made in Europe. Jeans were invented by Jacob Davis in 1871.

18th Century
Jean cloth was made from a mixture of things at first,but in the eighteenth century as trade, slave labor, and cotton plantations increased, jean cloth was made completely from cotton.

1872
Levi Strauss started making copper-riveted Jeans.

1940's
During the World War 2, jeans were introduced to the world by American soldiers. After the war, Levi began to sell their clothes outside the American West. Rival companies, like Wrangler and Lee, began to compete with Levi.

1960's
Different styles of jeans were made.In many non-western countries, jeans became a symbol of 'Western decadence' and were very hard to get.

1980's
Jeans finally became high fashion clothing.More and more designers started making their own styles of jeans. And more brands came out.

19th Century
The famous Gold Rush began,and gold miners wanted durable clothes. In 1853, a man called Leob Strauss started a wholesale business supplying clothes. Then he changed his name from Leob to Levi.

1930's
Hollywood made lots of western movies. Cowboys - who often wore jeans in the movies-became very popular.

1950's
Jeans became popular with young people. It was the symbol of the teenage rebel in TV and movies.

1970's
Jeans started to be made more and more in sweatshops in countries in the South.

1990's
In the worldwide recession of the 1990's, the sale of jeans has stopped growing.

Jeans are now a very popular article of casual dress around the world.