

# History of denim

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Kota

# The origins of jeans



- **Gold rush occurs in the mid-19th century**  
→ **Workwear that can withstand hard work is required.**
- **Work pants made of denim reinforced with rivets are invented.**  
→ **This became the prototype for later jeans.**



# The difference between denim and jeans

- **Denim**

**A twill fabric made of indigo-dyed warp threads and white weft threads.**

**Generally, refers to cotton material.**

- **Jeans**

**Pants made primarily from denim fabric and reinforced with rivets.**

**Strong and tear-resistant, they have been used as workwear for many years.**

# What is Levi's?

- **Levi Strauss & Co. is an American apparel manufacturer.**
- **Jeans Brand**
- **In 1873, the world's first jeans were created.**



# WW II Model

- **Unlike regular models, the model number begins with an "s," which stands for simplification.**
- **Hollow buttons called laurel buttons are used.**
- **The pattern on the back pocket, called arch stitch, has been changed to a painted pattern.**
- **The design was adopted to minimize waste of resources during wartime.**



# War model feature 1: laurel button

- **These are buttons with a laurel pattern.**
- **Usually, they use buttons engraved by their own manufacturer.**
- **However, during World War II, the United States was ordered to use the same buttons as military clothing due to a lack of supplies.**



## War model feature 2: Arcuate stitching

A close-up photograph of a pair of dark blue denim jeans. The focus is on the waistband area, showing the brown leather patch and the characteristic arcuate stitching. The stitching consists of two parallel lines of thread forming a bow-like shape. The background is a plain white surface.

- **This refers to the double stitching in the shape of two bows lined up on the back pockets of Levi's jeans.**
- **It was originally added for reinforcement.**
- **embroidery is commonly used**
- **During the war, even that thread was considered a waste, and instead of thread, it was changed to paint.**
- **Many of them lose color due to aging.**

## War model feature 3: Variation in quality

- **Because they were all made by hand during the war, there are variations in details such as crooked stitching.**
- **The pockets, which cannot be seen from the outside, are lined with leftover fabric from shirts, etc.**





# War model feature 4: Coin pocket



- **During the war, restrictions were also placed on the coin pocket.**
  - **It is embroidered to look like there is a coin pocket.**
- **Current models have rivets on the coin pocket.**
  - **Not found on wartime models**
- **Incidentally, coin pockets used to be used to store pocket watches.**
  - **So that people in the mines could easily see their watches.**

# The rise in prices of WW II models



- **The value of wartime models has skyrocketed, with transactions easily exceeding 1 million yen.**
- **Some people buy jeans as an investment, like a watch or a car.**

A pair of heavily worn, vintage Levi's jeans is laid out on a surface with peeling paint. The jeans are dark blue with significant fading and discoloration, particularly on the thighs and knees. The background is a wall with large patches of peeling yellow and brown paint, revealing a darker surface underneath. The overall scene suggests a state of decay or a historical setting.

# The most expensive jeans

- **The highest price paid for vintage denim was a pair of Levi's jeans, which sold at auction for approximately 13 million yen.**

# Why are second-hand clothes so expensive?

- **Vintage items are highly valuable**

**Anything less than 100 years old is considered vintage, and anything over 100 years old is considered antique.**

- **Because of the cost involved in importing**

→ **Most of the purchases are made in the US**

- **Deadstock**

→ **Unsold items at that time. Even if it is a vintage item, you can enjoy the aging of the item while keeping it new and unused.**



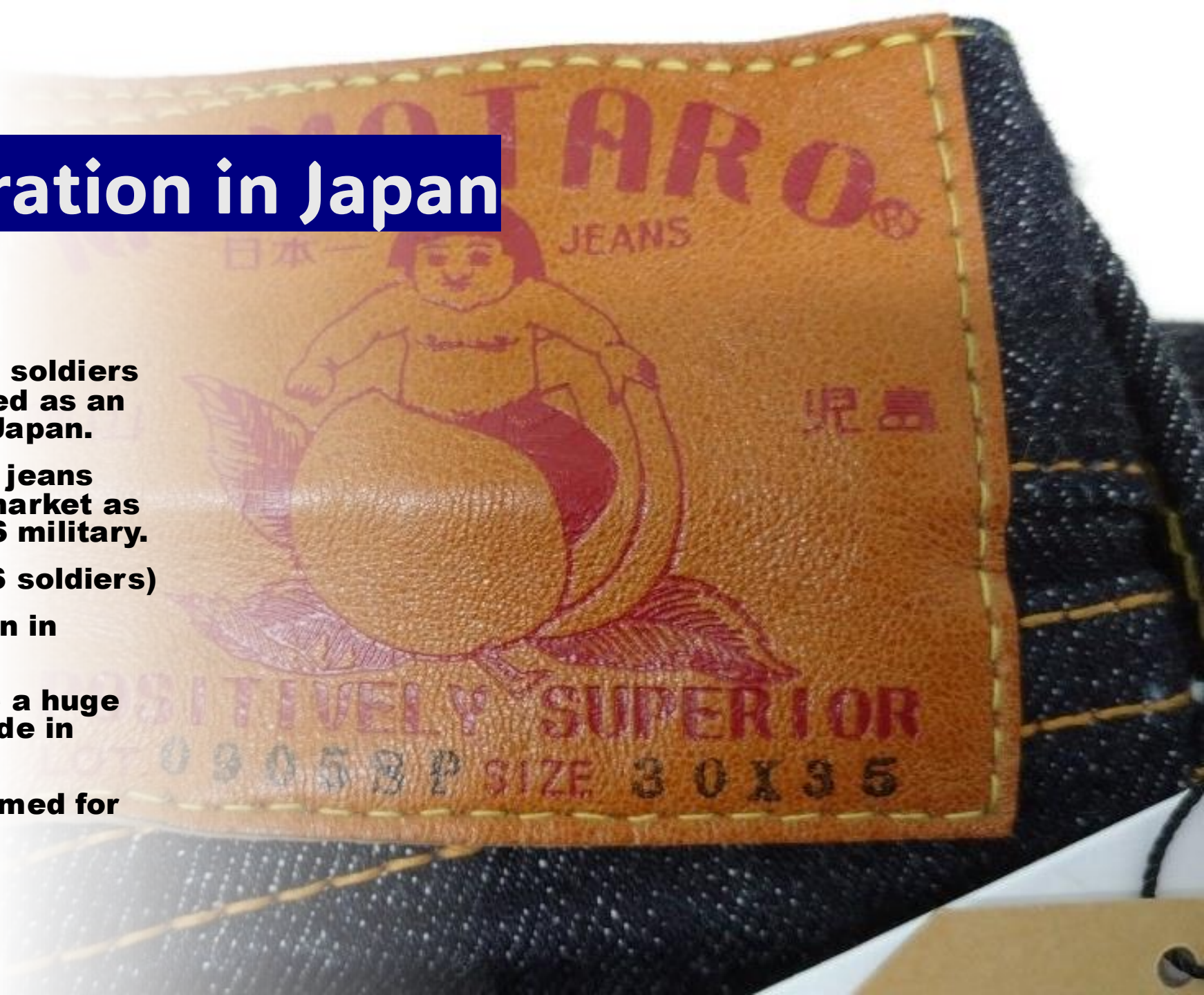
# From Workwear to Fashion Item

- **Originally, jeans were a symbol of workers.**
- **In 1920, cowboys appeared in movies wearing jeans.**  
→ **Jeans, which were a symbol of workers, changed into cowboy fashion.**
- **1930s: Women's jeans first appeared.**
- **Due to the influence of a movie released in 1953, denim began to be used as casual wear.**



# Jeans penetration in Japan

- **Jeans worn by American soldiers during World War II served as an opportunity to travel to Japan.**
- **After the end of the war, jeans were sold on the black market as items released by the US military.**
- **Pants brought by GIs (US soldiers)**  
→ **The term G-pan was born in Japan.**
- **After that, jeans became a huge seller and were even made in Japan.**
- **Washing was also performed for the first time in Japan.**



# Reference

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