

JEANS the most fashionable item ever

1. Guessing game

Dark blue – grey –light blue – legs – denim blue – a cow-boy – timeless – trendy – fashionable – tight – wide – slim – overwashed

2. Can you name all these styles?



Bootcut- bell bottom – low rise – highrise/highwaisted – skinny – slim – baggy – tattered/ripped

3. Quiz your mates on their own style...

- can you do without a pair of jeans in your wardrobe?
- for which events would you refuse to wear a pair of jeans?
- which style is your favorite among the ones listed ?
- do you always buy the same brand?
- why do you think jeans are amazingly fashionable?

4. You certainly want to know more about jeans... The experts who will have read this article will help you!

- What are jeans made of?
- Who invented them?
- Why were such pants particularly needed?
- what is behind the word "denim"?
- what were the characteristics of indigo?

History of Jeans and Denim

Jeans are pants made from denim or dungaree cloth. They were invented by Jacob Davis and Levi Strauss in 1873 and a worn still but in a different context. Jeans are named after the city of Genoa in Italy, a place where cotton corduroy, called either jean or jeane, was manufactured. Levi Strauss came from Germany to New York in 1851 to join his older brother who had a dry goods store.

In 1853 he heard about Gold Rush in the West so moved to San Francisco to establish Western Branch of the family dry goods business. There he sold, among other things, cotton cloth. One of his customers was Jacob W. Davis, a tailor from Reno, Nevada. Davis made functional items such as tents, horse blankets, and wagon covers.

One day, his customer ordered a pair of sturdy pants that could withstand hard work. He made them from denim that he bought from Levi Strauss & Co and made them stronger by placing copper rivets at the places pants rip the most: pockets and flies. When he wanted to patent them, he wrote to Levi Strauss, and they became partners. They opened a bigger factory, and that is how jeans were born.

History of Jeans Making

Jeans are made of a material called denim. The name "denim" comes from the name of a sturdy fabric called "Serge de Nîmes", initially made in Nîmes, France, hence "de Nîmes" - "denim". Weavers of Nîmes tried to reproduce the cotton corduroy that was famously made in the city of Genoa, in Italy, but with no luck. With trial and error, they developed another twill fabric that became known as denim. That was cotton twill textile, in which the weft passes under two or more warp threads. Warp threads were dyed in indigo while weft threads remained white that gave to denim blue color on the one side and white on the other. Denim is highly durable, and that is why he was used by people that needed clothes that would last long. That is also why it was used by Levi Strauss and Jacob W. Davis for material for jeans pants.

Indigo dye is a color used for coloring the denim. It is an organic dye with a distinctive blue color. It was manufactured and used in India, from where it got its name, since the ancient times. From India, Indigo is imported to Egypt, Greece and Rome. Other ancient civilizations, such are China, Japan, Mesopotamia, Egypt, Britain, Mesoamerica, Peru, Iran, and Africa also used indigo for dyeing. Indigo in India was made from plant *Indigofera tinctoria*. It was used on cotton because it was the easiest method of coloring. The only problem was: color didn't last long. Indigo was a rare luxury in Europe in the Middle Ages because of high duties imposed by Persian, Levantine, and Greek middlemen. With discovering of a sea route to India that problem was solved and indigo plants are moving to colonies. Organic Indigo is used until the discovery of the synthetic indigo in the late 19th century. It becomes cheaper variant and replaces it.

<http://www.historyofjeans.com/>

5. Watch the following video : **Confronting high street shoppers with a shocking truth**

https://www.youtube.com/watch?v=zOe_M3GutdY

•what does Stacey sensitize people to?

•do you think her action is efficient? Are shoppers really going to buy less for the sake of the environment?

6.

	<p>You are Stacey Dooley. You're in charge of interviewing people on their environmental concern while they are shopping. When they buy new items, do people really think about the planet? Make a list of at least 6 questions you could ask shoppers. Then get ready to perform the interview in class.</p> <ul style="list-style-type: none"> ➤ ➤ ➤ ➤ ➤ ➤
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Corrigé possible de 6 questions:

•when you buy new clothes or new shoes, are you concerned with ethical fashion?

•do you boycott clothes that are made in Bangladesh, or any other country baffling children's rights?

•do you buy items in a secondhand shop?

•do you consider it important to limit your spendings on fashion? Or are you a fashion addict?

•do you think it's possible to buy recycled clothes?

•are you interested in vintage clothes?

7. Read the following article:

Elise Gillet Lycée VINCI Pôle Design VILLEFONTAINE

theguardian



The eco guide to green jeans

Go for organic cotton over classic blue denim if you want to keep your jeans clean

Lucy Siegle

Sun 27 Dec 2015 06.00 GMT

Globally, denim production adds up to 4bn metres per year, 60% of it made in Asia (mostly in China). Jeans are usually made from non-organic, non-sustainable cotton, which means pesticides, a gargantuan amount of water, trade injustice and exploitation. *Fugitive Denim: a Moving Story of People and Pants in the Borderless World of Global Trade* by Rachel Synder is an insightful read.

Bleaching, sandblasting (supposedly banned in 2004, when it was linked to lung disease in workers) and stonewashing all give jeans a higher ethical impact. The distressing process involves repeatedly washing with pumice stones and lots of water. I have also seen effects obtained by putting jeans under sun lamps (imagine the energy burden).

I give preference to black jeans over traditional blue. Synthetic indigo dyes derived from coal tar and toxic chemicals are slow to decompose and are used in most jeans, and in 90% of jeans from China.

Fortunately, more brands are greening jeans. Given that a pair uses 42-45 litres of water in the finishing process alone, many brands have concentrated on saving water, as in the Levi Waterless jeans campaign.

Yet some smaller brands push the ethics further and faster. *Observer* Ethical Award winner Nudie makes organic cotton jeans, offers repair shops and pays a Living Wage in its factories. Kuyichi.com has pioneered recycled denim, and g-star.com works hard on its ethical scorecard with certifier Made-By. I'm a fan of monkeegenes.com (especially if you like a skinny fit) – it uses 100% organic cotton in its jeans.

Patagonia offers the most holistic solution, announcing: "Denim is a filthy business" and pitting itself against the industry.

As carbon emissions soar when we launder denim at home, the cleanest jeans are also the filthiest...

Well dressed: ethical fashion apps

There are two new ways for conscious consumers to wear their hearts on their sleeves and be informed about the humanitarian and environmental costs of their wardrobes. I'm genuinely excited about notmystyle.org, which easily met its crowdfunding target last week and will be launched for real at the start of 2016. The app ranks high-street brands on their supply-chain transparency, so you can learn how they 'treat the women and men who make our clothes' and support brands that disclose their employees' working conditions. Capsules (capsules.cladwell.com), from the US, deals with the vexed question of the conscious capsule wardrobe. It aims to help us understand fashion consumerism and how to pare down your wardrobe and make each garment work harder and for longer.

If you have an ethical dilemma, email Lucy at lucy.siegle@observer.co.uk

Follow her on Twitter @lucysiegle

WORK ON WORDS

- worldwide =
- non-durable =
- enlightening =
- to increase =
- to wash =
- the dirtiest =
- really =
- to reveal =
- to have only the essential =
- clothing =

	<p>ROLEPLAY Roleplay : you are a fashion consumerist, but you are now aware of your impact of your gigantic wardrobe on the environment. You want to change, you want to do something about it. Ask for help!</p> <ul style="list-style-type: none"> ➤ Say who you are. ➤ Tell about your favourite garments (clothings), your favourite brands. ➤ Show you are concerned and worried for the planet. <p>ROLE B You are Lucy Siegle, the lady who wrote down the article. You give some tips on how to reduce the environmental and humanitarian cost of fashion. You also show it's possible for everyone to be well-dressed and eco-friendly</p>
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8. Now watch those 2 videos : #1 Mud Jeans + #2 Mud Jeans

<https://www.youtube.com/watch?v=8COUfBNRaDk>

<https://www.youtube.com/watch?v=iMgkqvzvxWo>

Explain how innovative this concept is.

- you don't buy a new pair of jeans, but you rent one. You don't need to own a new pair of jeans
- old jeans are shredded, and a new cotton thread is created. The raw material is re used to process new jeans
- for 29 euros, people can rent their jeans for one year, after which they can either decide to return the jeans for a new one or keep it
- 80% people who lease their jeans decide to exchange it after one year
- Mud jeans also sell their jeans in their stores and online
- They estimate they have sold 80,000 pairs of jeans
- They have different factories in Spain and Tunisia and they work in very environmentally friendly way
- They mix recycled cotton with organic cotton coming from Burkina Faso
- In the future they intend to launch a new dyeing technique aiming to lessen the water consumption
- concept of circularity = materials are reused again in new products