

Why Denim ?

“ Is Denim jeans
in danger of extinction ? ”

We really doubt it. We seen a resurgence in denim jeans and it is going to remain a staple in fashion. It is difficult to find a garment as widely embraced, worn and loved the world over as jeans. The classic symbol of the American West is now a staple in wardrobes around the world. But why?

Cowboys may wear them but so do supermodels, farmers, presidents and housewives. Ask any group of people why they wear jeans and you will get a range of answers. For some they're comfortable, durable and easy - for others they're sexy and cool. Jeans mean different things to different people. Does this explain their wide appeal?

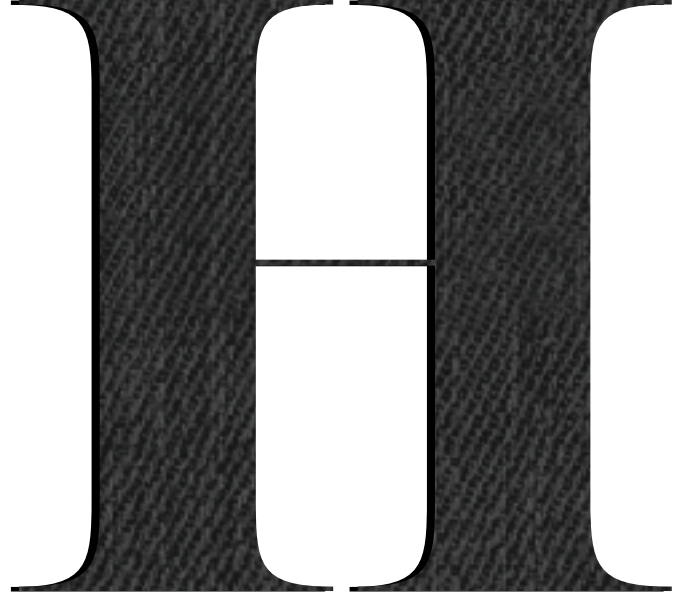
An anthropologist, Danny Miller, visited from the Philippines to Turkey, India and Brazil - Miller has stopped and counted the first 100 people to walk by, and in each he found that almost half the population wore jeans on any given day. The question behind this was a very simple one: why do so many people wear jeans? The reason for their success has as much to do with their cultural meaning as their denim physical construction.



Structure

Denim's twill weave is the secret to its great staying power. The interlaced warp and filling yarns create a sturdy textile with the strength of a bias stretch. Manufacturers sometimes come up with weaves that are a little different to create specialty lines, but the twill configuration is the most utilized.

Most denim is 100 percent cotton. However, there are denim textiles that are composed of cotton blends. The base cotton fiber may be woven with Spandex, silk or metallic threads. Fabrics with stretch fibers have become very popular with consumers because of their slim, comfortable fit and increased figure control.



Low- maintenance

It was very common to hear that people wash their jeans significantly less often than any other clothing, even when they wear them more often.

The reasons put forward for this vary. As one puts it, "They hold the dirt more." There is not the same expectation that jeans will look as immaculate and clean as other garments, so it doesn't matter quite so much if they have a small stain. This may be related to another feature that makes them low- maintenance, which is that most people don't iron jeans even when they do iron other types of trousers. As with all these statements, this is only a partial generalization. There are people who do iron jeans, especially mothers who iron jeans that their children would not bother ironing for themselves. But in general ironing is much less expected of jeans than of any other garment.



Occasion

Jeans have the capacity to make people feel more comfortable than other garments because they can elide the physical idea of comfort with the social concern about how the wearer looks in public. People may worry that an alternative garment would render them unfashionable, or that conformity to fashion makes them appear stupid or oppressed. Jeans offer an escape from both worries by appearing to replace the issue of fashion with a regime of the practical and the natural. Being able to provide an instrumental logic behind their choice makes people feel more comfortable.



Comfortable

The complexity and ambiguity to be found in the idea that one wears jeans because they are the most comfortable of garments in terms of practical function becomes still more evident when one starts to examine a whole other array of uses of the word comfortable, those in which “being comfortable” refers to how a person feels in public or in the presence of others.

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Longevity

denim is harder than other materials but from the opposite idea, that it is softer, the point being that jeans actually become more comfortable over time as the cotton softens and starts to fit even better to the individual's shape and ways of moving in the world. Longevity is something most informants can attest to, referring to jeans they have had hanging in their wardrobes “forever,” or discussing the ways in which they shop to replace worn-out clothes. Not only do jeans last longer despite being worn more often, but their place outside of fashion can also render them impervious to other factors that force people to shop more.



Personal History

All jeans with me have started off quite uncomfortable, but as I've worn them I knew they would sort of mold into my leg style. So these have actually become quite comfortable now. I'd consider wearing them casually. What is clear from this quotation is that comfort, in terms of fit to the body, is not naturally an initial condition but rather something that happens over time. One aspect of becoming more comfortable arises from owning and wearing a pair of jeans for a long period, during which they become familiar and part of one's routine. Part of the process involves the fact that jeans become softer and more comfortable to the individual the longer they are worn— the denim fabric softens where the body has rubbed it, and it loses its harshness. But another part of the process is that the mere longevity of possession, irrespective of any change in feel and texture, makes something appear more personal and more closely associated with that individual. This is the ease of not having to think about what to wear— there is comfort in routine.



Indigo Color

Denim is a weathered color that represents a sense of honest and integrity. Denim has its astounding way of telling stories through a natural fade in indigo. Starting fresh with a untreated pair of raw denim jeans with months of wear before the first wash, will in turn give a personal and unique wear-pattern to your denim. Indigo doesn't penetrate the cotton yarn like other dyes but sits on the outside of each thread. These molecules chip off over time, causing the fabric to fade and wear in a unique way.



Gender, Age and Size

The ideas surrounding personal identity are a big deal, as are acceptance and unity. These thoughts are no longer hushed or confined, with current and task-makers looking past the reductive gendering of dressing. Jeans may become central to much of this negotiation around gender distinctions, partly because jeans themselves manage to both incorporate and refute gender as difference. For example, some of the women we worked with talked of wearing jeans all the time but adopted strategies to feminize them, either through some of the details embroidered onto the jeans or in the way they combined them within an outfit or accessorized them. As nowadays, the gender neutral trend is biggest with millennials and current tastemakers who look past the reactive gendering of dressing and creating conversations surrounding personal identity, acceptance and unity.



Conclusion

It was not a coincidence that people not only regard jeans as having a greater capacity than other garments to become intimate and personal as they soften and mold to a particular body but also see wearing this global garment as the best means to present themselves as citizens of the world.