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**History of Jeans**

 The art of dressing has always been a trending topic in the world. Daily various designs are prepared by multiple dress designers and within no time they widespread across the globe. Initially, the only medium was either radio or newspaper to transmit to the people about different designs and latest fashion happenings all around the world. With time, the thought process and the ways of delivering news changed, and fashion became unstoppable. Everyone is now into fashion within their daily lives. What is in and what is not is known by people through various platforms and clothing has evolved in the world.

 By merely taking the example of the most commonly used worn item which is jeans. Initially, the only brand to produce quality product jeans was Levis and Strauss Co. this company was the sole representative for all the people across the globe to provide the quality jeans for more than 100 years, and it remained a fashion statement for more than 50 years. Jeans was considered a remarkable design in the history of fashion (Downey, 2016). The enigma of jeans can never get over by anyone from labors to the working class everyone finds ease in wearing and carrying it comfortably.

 With the advent of time, the jeans have changed in shapes and style. Initially, it was only prepared for men, but with time, it was also prepared for women and then the new change was also seen that various uppers and jackets were also made from it. Not only that, then the fashion took another turn by converting them into handbags and last but not the least into the shoes made up of jeans (Downey, 2016). The style and the class of jeans is now the part of history as somehow or the other, jeans have lost its trademark and quality benchmark. Once which was a style statement and a symbol of the class has lost its dignity, and various other modern clothing techniques to replace it.

Work Cited

Downey, Lynn. *Levi Strauss: The Man who Gave Blue Jeans to the World*. University of Massachusetts Press, 2016.