

# “Jeans



# World”



# Jeans questionnaire.

- Do you wear jeans?
- How often do you wear them?
- Where do you wear jeans?
- What jeans do you prefer (usually buy)?
- Do you know why jeans are called so?
- How old are jeans?
- Where were they born?
- What do you think why are jeans so popular?



# The results of the opinion poll.

- **Do you wear jeans?**

Everybody does 100%.

- **How often do you wear them?**

Every day 60%, almost every day 32%, not often 8%

- **Where do you wear jeans?**

Everywhere 64%.

- **What jeans do you prefer?**

20% could name their jeans brand.

- **How old are jeans?**

Nobody knows for sure.

3 years old 7%, 56 years old 7%, ~ 100 years old 8%.

- **Why are jeans called so?**

Nobody knows for sure.

After the name of their inventor 40%.

Made from jeans cloth 16%.



# Jeans factfile

Date of birth ~ 1567

Place of birth - Genoa, Italy

Date of modern jeans' birth ~ 1853

Place of modern jeans' birth –  
San Francisco, California, USA

Inventor of modern jeans – Levi Strauss

The first trousers were b r o w n



Later coloured

dark – blue  
(indigo)



# Indigo

– after India,  
where the dye  
was brought from



Jeans cloth = “ denim “

“ denim “ = from Nim

Nim = a French city where it  
was made



“Jeans” – after the  
name of the Italian  
city Genoa (Генуя)  
where the sailors  
wore jeans