

**The History of Jeans**



Levi Strauss, a young immigrant from Germany, arrived in San Francisco in 1850. California was in the middle of the Gold Rush. Thousands of men were coming to California to dig for gold. Strauss came to sell canvas (a heavy fabric) to these gold miners to use it for tents.

One day Strauss heard a miner complain that he couldn’t find clothes strong enough for the work he was doing. Strauss got an idea. He quickly took some of his canvas and made it into pants. These pants were what the miners needed. In one day Strauss sold all the pants he had made.

Strauss wanted to improve his pants, to make them better. He bought a fabric that was softer than canvas but just as strong. It came from Nimes, a city in France (and was called „serge de Nimes”). The miners liked this fabric. They called it „denim” (from the Nimes).

However, at that time denim had no color so they got dirty easily. To solve the problem, Strauss dyed the denim blue.

Today, the company he started is known around the world. And jeans are considered not just pratical but very fashionable, as well.

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Sarah is a schoolgirl. After her breakfast of a French croissant and an English muffin, she lips on her Italian shoes to go to school in her father’s German car, which uses petrol from Middle East. After school, Sarah and her brother Jack stop off at the local music shop to buy the latest chart topper. Although, the album is by a famous Swedish pop star, the CD itself is made in China, and the brother and sister cannot wait to play it on their Japanese stereo. After dinner, Jack sends mysterious SMS messages, using his Finnish mobile phone, to his friends and Sarah switches on their made-in-Taiwan PC and surfs the net with their American web browser.

text from a leaflet of European Commission about International Trade.