

# 3 DESIGN



## The history behind Levi Strauss and the American jeans

Today, blue jeans are one of the world's most iconic forms of clothing. But who came up with the idea? (Hint: It wasn't just Levi Strauss.)

Producer: How Stuff Works

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**1**

*Before watching the video, in pairs talk about your typical everyday clothing.*

**2**

*In turns, ask and answer the following questions.*

- a. Do you wear jeans every day?
- b. Do you think that jeans can be only a kind of casual garment?
- c. Have you ever worn jeans for elegant events?
- d. How many pairs of jeans do you have?
- e. What colour are they?
- f. Do you have a favourite shop where you usually buy jeans?

**3**

*Watch the video and choose the best option for each question.*

1. Jacob and Levi Strauss were born
  - a. in America.
  - b. in Europe.
  - c. Jacob in Europe, Strauss in America.
2. The idea of making sturdy working pants came from
  - a. a male customer.
  - b. Jacob's wife.
  - c. a customer's wife.

3. To reinforce the pants, Jacob used material that he
  - a. found in the shop.
  - b. bought from a shop.
  - c. was given by a customer.
4. He fixed the copper rivets
  - a. only on the pockets.
  - b. everywhere on the pants.
  - c. on the parts that tend to wear off more.
5. Since the riveted pants were a real success, Jacob looked for a partner
  - a. to start a new patent.
  - b. to protect and capitalize his business.
  - c. who could give him a patent.
6. Levi Strauss and his family started their business in America
  - a. first in New York.
  - b. first in San Francisco.
  - c. in both cities.
7. Jacob and Levi Strauss received their patent in
  - a. 1853.
  - b. 1872.
  - c. 1873.
8. Jacob moved to San Francisco to start a business
  - a. on his own.
  - b. with Levi Strauss.
  - c. as a tailor.
9. Jeans were originally associated with
  - a. working.
  - b. cowboys.
  - c. fashion.
10. Today the word "jeans" indicate a kind of garment that is worn by
  - a. American people only.
  - b. people all over the world.
  - c. people of a special social class.

MOVING  
DEEPER

### Famous British fashion designers

Immortalized by fashion iconography as the originator of the miniskirt, London designer **Mary Quant** (1934-) had an art-school background and had been designing and manufacturing her own clothes since the late 1950s. She had one distinct advantage over previous designers: she was a contemporary of her clients, rather than of an older generation. Convinced



Mary Quant.

that fashion needed to be affordable to be accessible to the young, she opened her own retail boutique, *Bazaar*, on the Kings Road in 1955, introducing the “Chelsea look”.

**John Stephen** was a British fashion icon of the 1960's “Swinging London”. Known for his colourful designs, Stephen was the leader of the ‘60s male “peacock revolution”. Stephen influenced a generation of young males with eye-catching fashions. His successful chain of shops on Carnaby Street in London labelled him as “The King of Carnaby” and he soon expanded his brand throughout London, as well as internationally. Stephen went on to design clothes for celebrities like Elizabeth Taylor and Marlene Dietrich. He died in February 2004.



John Stephen.



Vivienne Westwood.

Vivienne Isabel Swire was born in Glossop, Derbyshire, England, in 1941. Considered one of the most unconventional fashion designers in the world, **Vivienne Westwood** (she used her husband's surname) rose to fame in the late 1970s when her early designs helped shape the look of the punk rock movement. In the Seventies, she began designing pieces that incorporated tartan, chains and safety pins, sold at her scandalous Kings Road store.

Fashion designer **John Galliano** was born in 1960, in Gibraltar. After graduating from Central Saint Martins, he launched his own line. Famous for shocking designs, he headed the French haute couture houses Givenchy (1995-1996) and Christian Dior (1996-2011). In 2011, his career went into a descent when he was arrested for making anti-Semitic remarks in a Paris bar.



John Galliano.



Stella McCartney.

One of the most well-known fashion designers in the world, **Stella McCartney** launched her career in 1995, when friends and supermodels Naomi Campbell and Kate Moss modelled her clothes at her college graduation. She received the Vogue Designer of the Year Award in 2000. In 2012, McCartney designed the clothing for Great Britain's Olympic team. Stella Nina McCartney was born in 1971 in London, England. She is second of three children born to ex-Beatle Paul McCartney and his wife, Linda.

**Alexander McQueen** was born on March 17, 1969, in Lewisham, London. He became head designer of the Louis Vuitton-owned Givenchy fashion line and, in 2004, launched his own menswear line. He earned the British Fashion Council's British Designer of the Year award four times, and was named Commander of the Order of the British Empire. McQueen committed suicide in 2010, shortly after the death of his mother.



Alexander McQueen.



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Read the text and complete the sentences with the name of the fashion designer.



NAME	WHAT
a.	was born in Gibraltar.
b.	was the head designer of the Louis Vuitton fashion line.
c.	designed the clothing for Great Britain's Olympic team.
d.	was the leader of the '60s male "peacock revolution" .
e.	opened the boutique <i>Bazaar</i> on the Kings Road.
f.	incorporated chains and safety pins fashion design.
g.	is the child of a famous singer.
h.	invented the miniskirt.
i.	designed clothes for celebrities like Elizabeth Taylor and Marlene Dietrich.
j.	headed the French haute couture houses Givenchy and Christian Dior.



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Answer the following questions.

- a. What advantage did Mary Quant have over previous fashion designers?
- b. Who did John Stephen design clothes for?
- c. When did Vivienne Westwood rise to fame?
- d. Why was John Galliano arrested?
- e. What happened in 1995 in Stella McCartney's career?
- f. What Awards did Alexander McQueen win?