



# 疯狂牛仔 DELIRIOUS DENIM

张惠光/罗律 编著

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## FOREWORD

Despite being invented in the late 1800s, denim jeans have withstood the test of time and the fickleness of trends to remain an important part of people's lives today. From their beginnings more than a century ago, jeans have come a long way from the mines to the catwalk, crossing boundaries of class, age and nationality, and are embraced for their unmatched comfort and appeal. They have become an enduring style icon that is still very much relevant today. What is the story behind the blue denim that has captured the hearts (and legs) of people all over the world?

### 前言

尽管牛仔裤发明在18世纪末期，但经受了时间和趋势的反复考验，如今仍然是人们生活中不可缺少的元素。百年里它跨越了阶层，跨越了贫富，跨越了年龄和种族，也跨越了服装本身，万夫莫当，众揽天下，如今它已然成为服装潮流的主基调。

到底有着怎样的故事？让全世界的人都为之疯狂？





**Bill Powers. Bob Dalton. Gr**





at Dalton. Dick Brodwell

Texas Luck

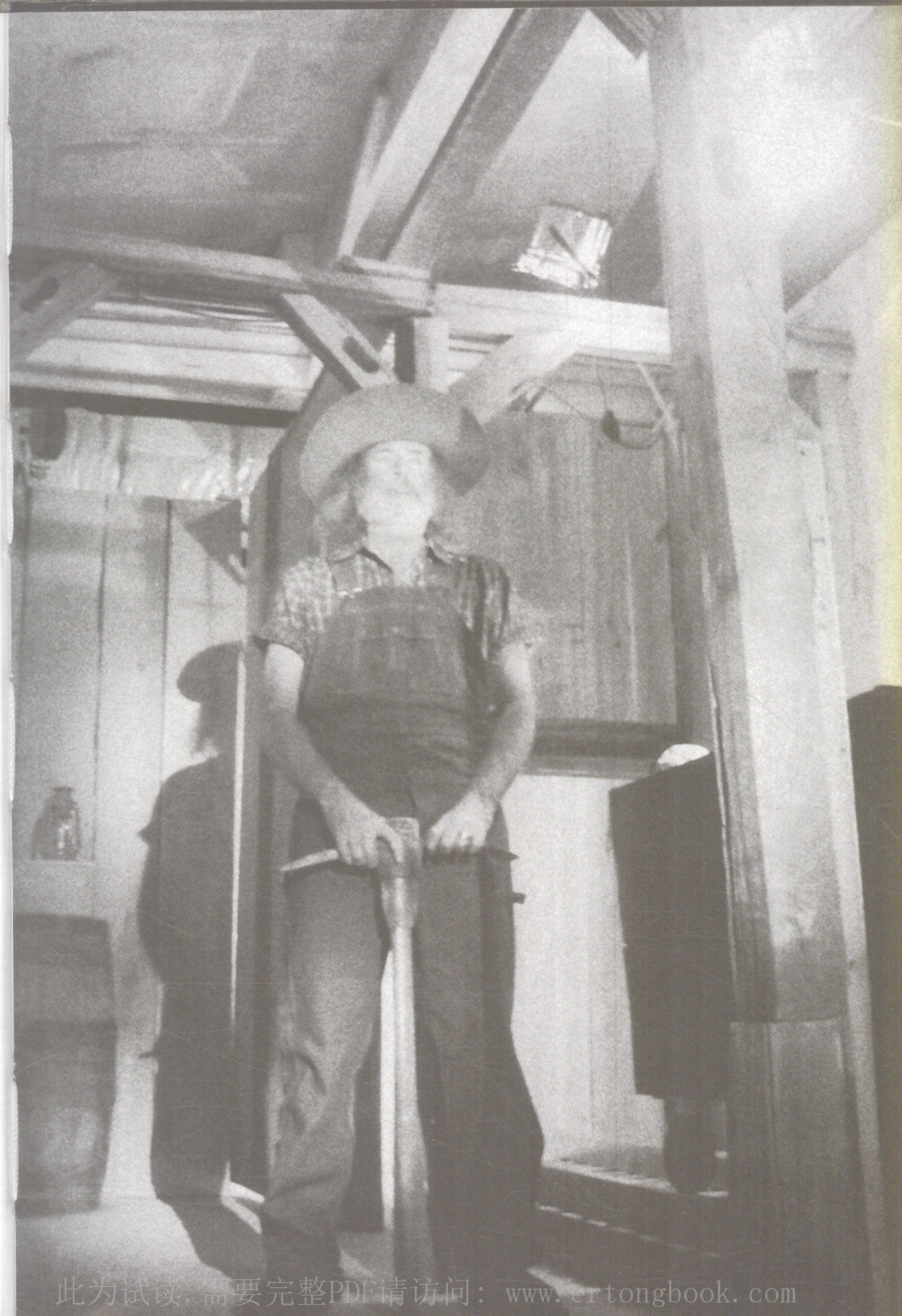
*Chapter I*

## **The Legend of Denim**

第一章

世纪风云







## The first pair of jeans

Although there have been different stories about how jeans came about more than a century ago, both Strauss and Nevada tailor Jacob Davis are always mentioned in stories and records.

### 关于第一条牛仔裤的传说

百年历史，我们无从考证。尽管在不同版本的传说中，牛仔裤雏形得以生产的过程都不尽相同，但大致归纳下来主要还是围绕在李维·斯特劳斯和另一名叫雅克伯·戴维斯两人之间。





When it comes to the birth of the first pair of jeans, the name, Levi Strauss, will inevitably be mentioned. Strauss is universally recognised as the inventor of jeans – people even called him Mr Jeans.

当我们追溯到第一条牛仔裤的诞生，李维·斯特劳斯这个名字便会不期然跳出来，斯特劳斯显然被公认为牛仔裤的发明者，人们甚至尊称他为“牛仔裤先生”。





Mining was hard work and often resulted in torn britches.

采矿的工作很辛苦，衣服常常被撕毁。





Jeans first became popular with miners because of their durability and hardness  
由于牛仔裤有超强耐用性和耐磨性，所以很受矿工欢迎。

It is said that when German immigrant Levi Strauss opened his dry goods wholesale company in San Francisco in 1853, at the height of the Gold Rush, he found miners complaining about their easily torn cotton britches and pockets that "split right out", spilling the ore that miners stored inside. So Strauss came up with the idea of making rugged overalls from the canvas he originally brought over to sell as tent cloth. The miners were very excited and satisfied with the new trousers, which held up very well. Some say that this innovation only came about because Strauss was desperate to dispose of his canvas, which was not selling well. Nevertheless, these trousers were a great success.

据说，1853年德国移民李维·斯特劳斯在旧金山打开了他的市场。这个做帆布生意的犹太人趁加州淘金热前往旧金山，他发现矿工们总是抱怨他们的棉布裤子很容易被磨破，辛苦找到的金子常常从口袋的破洞漏掉。如此斯特劳斯产生了一个想法：用他最初带来销售的作为帐篷的布料做成帆布衣服。矿工们非常满意新长裤的耐用性，这个创新的出现，源自斯特劳斯在绝望的时候为处理他那不好卖的帆布的一个变通，没想到却一举成功。