

Changes in Jeans' Styling, Embellishment and Meaning from Workwear to High Fashion

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Blue jeans, a garment accessible to everyone crossed over class, age, and even gender, has attained worldwide popularity in the last forty years. The purpose of this research is to understand the style development of blue jeans and how it invert the traditional "trickle down" fashion leadership theory and follow the "bottom up" theory to accomplish a revolutionary cultural achievement. In fact, a pair of jeans functioned in different ways and conveys many messages- as symbol of youth, rebellion, freedom, equality, democracy and fashion awareness. Therefore, changes in jeans styling, embellishment, and marketing, is a response to attitudes, social changes and movement, major events on the world stage, and new technology development. All these factor that influcncc the style development of blue jeans will be investigated in this paper.

The first blue jeans created by both Levi Strauss (a fabric supplier) and Jacob Davis (a tailor) for gold rush in California in 1870s. Jacob Davis came up with the idea of putting copper rivets on the stress points of the pants as a way to strengthen the man's working trousers. Therefore, he wrote a letter to his fabric supplier - Levi Strauss and suggested to hold the patent together in 1872. The patent was finally granted in May 1873 and the first pair of jeans appeared. At this time jeans were functioned as practical, protective overalls and

were associated with hard-working laborers. Individuals who wear jeans were not fashionable, they were simply choosing serviceable, and affordable clothing.

World War II (WWII) had some impact on the development of jeans style. "L-85 regulation", announced in 1943, restricted clothing made out of materials important for war effort such as cotton, silk and wool, and limited the extent of cloth used on clothing, and therefore, fewer jeans and style limitation in jeans were made during the time of WWII. At this stage, denim jeans still hardwearing work clothes were associated with a war-era lifestyle. Therefore, denim jeans' popularity has been expanded after WWII.

Hollywood stars play a significant role in promoting denim jeans. Cowboys in the movie often wore jeans in the movie. Besides, many Americans who lived in the eastern States went for vacations on West Coast took pairs of denim jeans back when they went home. With the increased popularity in wearing jeans as leisure wear, Levi began to sell their denim jeans nationally, and his rivals, such as Wrangler and Lee, began to compete with Levi for a share of this new market. The comfortable and cheap jeans associating with work and play became leisure wear for every work of lives.

By the late of 1960s blue jeans had become a universal uniform for those young men in their teens and twenties which symbolizing youth, freedom, and rebellion. At the same time, the consumer market for blue jeans shifted from working men to fashion-conscious teenagers. By 1970s, jeans began to be adopted throughout the society as a whole and by all age groups. Under the influence of hippie culture, young women began to use jeans as a medium of self-expression and to make their jeans into visible personal statements. At this stage, both used jean and brand-new denim jeans became the most "in" item for high school and college students.

By the end of 1970s, denim jeans was officially respectable and to be taken seriously as high-fashion fabric. Designers kept coming up with new ideas in denim fabric treatments, such as bleaching, brushed, tie dying, fraying, stonewashing, shredding, and slashing in order to differentiate their products in the marketplace. As more and more ready-to-wear and couture designers incorporated denim jeans into their collection, denim jeans reversed the traditional "trickle down" fashion leadership theory and follow the "bottom up" theory to reach a revolutionary achievement. Jeans became a high status fashion item that adopted by people not only from youth to older age groups, but also from lower to upper economics classes.

Even though more and more man-made fabrics were produced in the past forty years, denim jeans never were completely out of style. With the new technological development in textile mill, denim was processed with advanced treatment to enhance its function, appearance as well as comfort. Incorporating new technology into denim jeans make textile manufacturer provide more satisfactory

products to serve their customers.

Denim jeans, made by the world's most popular fabric, now is a part of our life, and it tells us the story of its wearers through the particular "scar" it carried, such as stain, rips, and patches, which could be associated with remembered events and past experiences. Therefore, a pair of jeans became intensely personal reflecting our individuality, personality and attitudes as well as those of society in which we live. In the 21st Century denim jeans not only will turn into a mainstream trend but also will remain an all-time favorite.

진의 스타일, 장식과 상징의미

- 작업복에서 고급패션까지 -

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지난 40년간 유행패션 시장에 있어 진은 지속적으로 영향력을 겸비한 아주 중요한 역할을 해왔다. 시간, 지역, 사회계층, 나이, 심지어 성별까지 뛰어 넘어 모든 사람에게 단품으로서 소유율이 가장 높은 의상이 되었다. 전체 패션유행 역사를 되돌아 보면, 진만큼 착용자의 계층, 배경, 신분지위를 잘 감출 수 있는 특성이 다른 의상들에게는 없기 때문에 진의 인기는 상상을 초월한다. 본 연구의 주요 목적은 블루진의 발전 역사를 심도 깊게 이해함과 더불어 진이 어떻게 전통 의상의 유행의 하향전파이론(Trickle Down Theory)을 타파하고 오히려 유행의 상향전파이론(Trickle Up or Bottom Up Theory)으로 혁명적 문화 성취를 이뤘는지 연구토론 하고자 한다. 유행전파의 상향전파이론에 의하면 진의 유행은 젊은 층에서 주도되어 비교적 높은 연령층의 민중에까지 확대되었고 사회의 저소득층에서 고소득층까지 선도하였다. 금광 광부들이 창조한 블루진은 학생들의 제복이 되었을 뿐만 아니라 서로 다른 사회배경을 지닌 젊은 학생들이 자신의 몸에 걸친 평범하지 않고 특이한 의상으로 다른 사람의 이목을 집중시키고자 하였는데 왜냐하면 블루진을 입음으로써 학생들은 의상을 통해 자신의 주장을 충분히 펼 수 있어 어떤 한 스타일의 진을 택해 입거나 또는 진을 장식하는 방식으로써 착용자가 처해 있는 시공, 당시의 마음상태와 생활태도를 반영하였다. 특히 진 표면 위의 얼룩과 문양, 예를 들어 얼룩이나 찢어짐 혹은 덧담 등으로 착용자의 삶속에서 겪은 일들과 경험을 이야기 한다. 진은 기능상의 필요를 제공하는 이외에도 많은 우의를 내포하여 전달한다. 예로 젊음, 반역, 자유, 평등, 민주 및 유행의 민감도 같은 것을 상징한다. 따라

서 블루진은 스타일이나 천의 색깔 혹은 장식 기교의 변화 등 이 모두가 사회변화를 반영할 수 있는데 사람들의 생활형태, 사회구조의 변화, 세계 무대의 중대사건, 그리고 신기술의 발전 등을 포함한다. 본 글은 이런 블루진의 발전과 변천에 영향을 주는 상관 요인을 탐구 하고자 한다.

牛仔褲之款型、裝飾與象徵意義

- 從工作服演變到高級時裝 -

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在過去四十年的流行服裝市場上，牛仔褲一直扮演著很重要且極具影響力的角色。本研究的主要目的是深入瞭解藍色牛仔褲的發展演變史，並探討牛仔褲如何突破傳統服裝流行傳播順流理論(Trickle Down Theory)，而以流行傳播逆流理論(Trickle Up or Bottom Up Theory)完成一個革命性的文化成就。事實上，一件牛仔褲除了提供穿著者機能上的需求之外，還傳達了許多內涵的寓意，例如象徵年輕、叛逆、自由、平等、民主以及對流行的敏感度。因此，藍色牛仔褲無論款型、布料顏色或裝飾技巧之改變都能反映出社會的改變，其中包括人們的生活型態、社會結構的改變、世界舞台上的重要事件以及新科技的發展。本文將探討這些影響藍色牛仔褲發展演變的相關因素。

牛仔褲的發明者是再西元1870年左右由Levi Strauss(一個布料批發商)和Jacob Davis(一位裁縫師)所共同為美國加州的淘金的礦工所創造的。由於Jacobs發明了將銅鉚釘釘在褲子之縫合著力點使牛仔褲更耐穿並且不易磨損。因此，他寫了一封信給他的織品供應商- Levi Strauss建議兩人聯手申請專利。這個專利最後在西元1873年5月被許可，第一牛仔褲因而產生。牛仔褲在此時期的最主要功能是提供勞工實用、耐穿，不易磨損的服裝。因此穿著牛仔褲在當時並不代表時髦，礦工或勞工們只是因為工作需求選擇實穿，並且在經濟上付擔得起的衣物。

第二次世界大戰對牛仔褲的發展產生了一些衝擊。隨著投入戰爭以及加入工廠工作人數的增加，耐穿的工作服的需求量也相對增加。然而，戰爭節約能源法規(L-85 regulation)於西元1943年宣佈，不僅限制了所有用於戰備用品布料的供應，例如棉布、絲綢和羊毛，並且限制布料被使用在衣物的多寡。因此二次世界大戰期間牛仔褲的數量不僅減

少，牛仔褲的款型也因此受到影響。在這個階段牛仔褲是一種讓人聯想到戰爭時生活方式且耐穿的服裝。

好萊塢明星在使牛仔褲普及於社會大眾上的扮演一個重要角色。在電影中扮演牧牛人的演員經常穿著牛仔褲出現。此外，美國人也經常穿著牛仔褲至全世界旅行，使牛仔褲成為普遍的休閒穿著。隨著牛仔褲被當成休閒服的廣受歡迎，就在這個時期，原本以西岸為主要市場的李維公司開始全國性地販賣他們的牛仔褲，並且在牛仔褲市場上的其他競爭者，例如Wrangler 和 Lee開始與李維公司競爭，希望能在以休閒為訴求的牛仔新市場佔有一席之地。穿起來舒適並且價格大眾的牛仔褲，變成了社會上不分年齡、男女，各適合於個階層的休閒服。

到了60、70年代藍色牛仔褲成爲了一種年輕人的普遍穿著，象徵年輕、獨立、自由和叛逆的制服。在這時期藍色牛仔褲的消費市場也從勞工階層轉爲講究時尚的青少年。到了70年代，牛仔褲開始被社會廣泛的接受。在嬉皮文化崇尚自然的影響之下，橫跨世界的年輕男女開始透過不同的技巧來裝飾他們的喇叭牛仔褲。年輕人開始透過牛仔褲作為他們表達自我，傳達主張的一種媒介。在這個時期無論是全新的牛仔褲或是嬉皮環保概念的二手牛仔褲，都成爲高中生及大學生身上最流行的單品。

70年代末期開始，單寧布已經被視爲高級時裝的使用布料。設計師們開始想出各式各樣的處理手法運用在單寧布上，譬如漂白、刷洗、磨損、石磨、破舊、毛邊等，目的在使他們的牛仔褲能夠有與其他品牌的牛仔褲有所區別。當越來越多的成衣以及高及訂製服設計師將牛仔褲納入

他們的生產系列的一部分，單寧牛仔褲徹底改變傳統流行服裝傳播順流原理(Trickle Down Theory)，而以流行傳播逆流理論(Trickle Up or Bottom Up Theory)，完成一個前所未有的革命性的成就。牛仔褲也因而變成一種高階的流行單品，不僅是由年輕人所主導，並擴展至年齡較高的群眾，更由社會中低經濟階層帶動至高經濟階層的群眾。

即使在過去四十年中生產了許多人造纖維織品，牛仔布卻從未失去其流行性。藉著新科技的發展，紡織業不斷的研發牛仔布處理的新技術，來強化牛仔布的功能、外觀以及舒適性，期望提供更加令人滿意的產品去服務他們的顧客。

全世界最受歡迎的單寧布，已經成為我們生活的一部份，透過牛仔褲上表面的一些特殊痕紋，譬如汗點，裂口以及補釘，訴說著一些穿著者生命中所經歷的故事與經驗。因此，一條牛仔褲變成一種非常個性化的商品，能夠反映我們的個人特質、生活態度和我們生存的生活環境。此外,它亦象徵美國獨立的民主價值、自由和平等。在二十一世紀牛仔褲不僅將變成流行的主流，而且會持續成為人們無論任何時間或地點的最愛穿著的服裝單品。

ジーンズの形、装飾とその象徴意味

- 作業服からファッション服へ -

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過去40年間のファッション市場において、ジーンズは重要かつ影響力を持つ役割を演じている。ジーンズは時間、地域、社会階級あるいは年齢を越えるだけではなく性別の障壁も越えてしまう。あらゆる階層の人々が所持する服装の種類なかで最も高い率を占めている。そして、服装の流行歴史から見てもジーンズのように着る人の階級、背景、身元地位等すべての特質を反映できる服装はまだ一つもない。

ジーンズの発明者リーヴァイ・ストラウス（素材の間屋さん）は1870年にジャコバ・ダーヴィス（裁断師）と一緒にアメリカのカリフォルニアにゴールド・ラッシュで集まった金鉱掘りに適したパンツとして考えて作った。その後、ストラウスはインディゴ・ブルーに染めたジーンズがカンザス州で農夫用のオーバーオールやカウボーイ・パンツを売り出し、1926年に初めてジッパーを使用した。ジーンズの初期には作業服ということからオーバーオールと呼ぶ。西部と南部の働き着であったジーンズが、ファッションとして取り入れられ始めたのは1930年代に入ってから、1950年代、1960年代には映画やロックなどの音楽を通して若者にジーンズ熱が高まり、1970年代、1980年代にはさまざまな素材や加工をほどこした変化に富んだジーンズがあった。

本論文の目的はブルージーンズの変遷の歴史を深く理解し、ジーンズはどのようにして伝統的な流行の伝播理論（Trickle Down Theory）を破り、まだどのようにしてその流行の伝播逆流理論（“Trickle Up” or “Bottom Up” Theory）に従い、文化革命を達成したのかを解き明かすものである。流行の伝播逆流理論に従いジーンズの流行

は若者が主導するだけでなく、高い年齢層にも、広がっている。あらゆる経済層の人々に支持されている。現在、金鉱掘りの作業着として創造されたブルージーンズは、学生たちのユニホームとなっただけではなく、異なる社会背景をもつ若者が創造するユニークな装いが注意を引くことから若者がブルージーンズを纏うことにより引き出される自己主張、さらにはジーンズの選択、装飾方法が実は着る人今いる空間、気持ち、生活態度を示す。とくにジーンズの表面にいろいろの特殊なきず、引き裂き、汚れ、？を施すことにより、その着る人の生活経験をまでも語ることができる。一枚のジーンズは着る人に機能性を提供するだけではなく、若者のシンボルで、反逆、自由、平等、民主秘めたメッセージをも流行に乗せ敏感に伝達する。つまり、ブルージーンズは形体、生地、色、装飾技巧の変化すべてが人々の生活形態、社会機構の変化、世界的な時事、科学の発展を含む社会の変化をすべて反映するものである。本論文はこれらのブルージーンズの発展変化をもたらした原因を探求する一考作である。