

JEANS

These days, you can find people wearing jeans everywhere, but a long time ago, jeans were the tight-fitting work pants for laborers. Jeans were very popular because they were durable and lasting. In fact, jeans started to appear in the 19th century.

According to a story, a young man from West Germany went to the USA and invented jeans. At that time, California became the most popular gold-mining destination. Gold miners from everywhere rushed to California with hopes of becoming rich. This young man looked at it as a business opportunity between him and the gold miners. So, he bought some canvas that was used to set up mining camps and he planned to sell it at a high price to the gold miners.



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However, to his disappointment, the bad weather delayed his plan and by the time he arrived in California, most of the gold miners had already set up their camps.

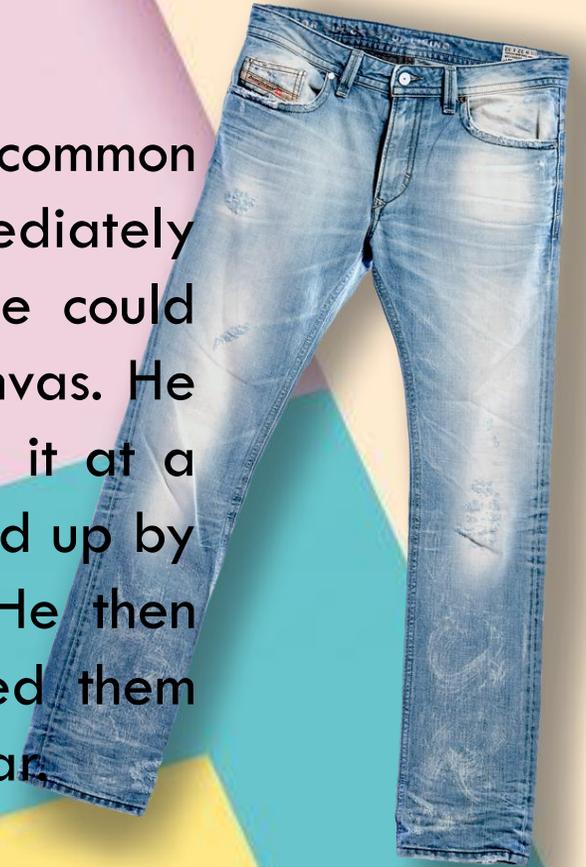
Hence, the canvas became useless. The young man became worried and anxious when he noticed that the workers were using tents that were sold by other people. However, he did not give up.



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After observing the miners for a period of time, he noticed one common trend among them. Their clothing tore easily. The young man immediately had an idea. With the canvas material being very durable, he could fashion more durable pants for the miners by using the same canvas. He immediately made his first batch of pants with canvas and sold it at a very low price. His first batch of canvas pants was quickly snapped up by the gold miners and it was sold out in a very short period. He then continued to produce the canvas pants and subsequently named them 'Jeans'. It was from that moment that 'Jeans' slowly became popular.

This young guy was Levi Strauss (1829-1902); the innovator of 'Jean'.



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Food for Thought:

- Only by discoveries and solving difficult problems, can we stimulate our ability to innovate and invent.
- In actual fact, innovation and invention are not difficult. If you observe and think about the potential of things surrounding you, new ideas will come to light and create business opportunities for you.

