

Serra SEMI

**Summer 2008
M5 Thesis Committee Meeting**

- **Thesis Work from M4 and Lite Term.**
- **Internship and Professional Experience**
- **Plans for M5**

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HISTORY

1880

Synthetic Indigo was discovered. Synthetic dye isn't colorfast: it will slowly fade or wash out of fabric.

1870

Jacob Davis made the first pair of cotton duck fabric pants with rivets that reinforce the pockets in Reno, Nevada.

1925

Lee introduced the JELT fabric, a very tightly twisted yarn 11.5 oz. fabric, claimed as hard-wearing as conventional 13 oz.

1920

Levi's increased visibility outside CA by advertising towards cowboys and getting into Western movies.

1913

Lee made the Union-alls which in 1917 was supplied to the army.

1873

Patent was granted for "improvement in fastening seams" to Levi Strauss.

1936

Levi's introduced the red tab to differentiate itself.

1943

Levi's trademarked the Arcuate design for back pocket stitching.

1895
1904

Hudson Overall Co, later known as Blue Bell, creators of Wrangler was founded in Greensboro, North Carolina.

1949

Jackson Pollock photographed in a denim shirt and jeans for Life Magazine, inspired Brando's character in "A Street Car Named Desire"

1886

Levi's introduced its Two Horse Brand.

COTTON

PRODUCTION

POLITICS

In the 1950s and 60s denim was avoided by urban African-Americans: it was indelibly linked with sharecropping and the impoverished south.

Overseas production of denim allows the manufacturers to lower the wages. May also lead to lower workspace standards.

Denim arrives in factories in enormous rolls of 450 meters (490 yards). Each roll provides enough fabric to make 300 jeans. An automated cutting machine slices through 68 layers

Cotton is one of the oldest crops in the world. It's been grown in Mexico for at least 7000 years and in India for at least 5000 years. Cotton was also used by the ancient people of Egypt and South America. The first North American settlers planted cotton in 1607.

- Earliest blue jeans were produced by:
- Eloesser-Henemann (1851), "Can't Bust 'Em"
- Levi Strauss & Co. (1873), Levi's
- Hamilton Carhart (1884), Carhart
- OshKosh B'Gosh (1895), OshKosh
- Neustadter Brothers (pre-1900), Boss of the Road
- Hudson Overall Co. (1904), Hudson (later renamed the "Blue Bell Overall Co." in 1919)
- H.D. Lee Mercantile Company (1911), Lee
- Brownstein, Newark & Louis (early 1900's), Strathairn

1991

Versace launched Versace Jeans Couture with sexier fits.

1977

Calvin Klein launched the first pair of designer denim.

1980

Calvin Klein launched the first pair of designer denim.

Dec 2006 Hrs.

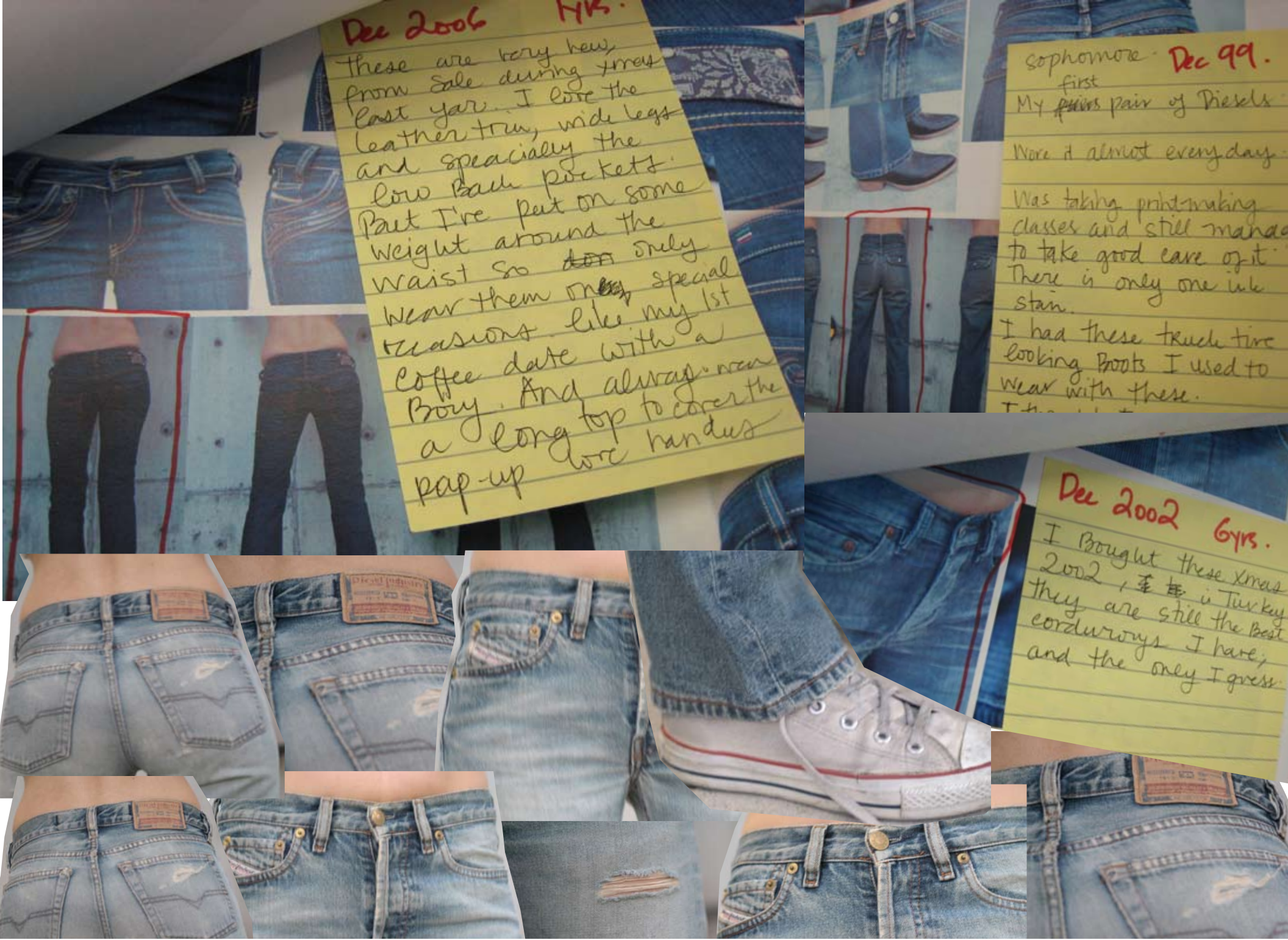
These are very new, from sale during xmas last year. I love the leather trim, wide legs and specially the low back pockets. But I've put on some weight around the waist so ~~don't~~ only wear them on ~~my~~ special occasions like my 1st coffee date with a boy. And always wear a long top to cover the pap-up love handles

sophomore - Dec 99. first

My pair of Diesels. Wore it almost every day. Was taking printmaking classes and still managed to take good care of it. There is only one ink stain. I had these truck tire looking boots I used to wear with these.

Dec 2002 6yrs.

I bought these xmas 2002, ~~in~~ in Turkey they are still the best corduroys I have, and the only I gress





Tim - ills
Longest, probably 2-3 years.

Ketchup.

4.

Yeah. I'm ok with it.

Yeah, I cut it for like some fab

Probably tighter ones. They fit

1 month ago. 3 times a week.

Most is probably 120.



Erika - fine art

7 years.

Paint.

like a 100.

Nnn.. My boyfriend's. (Do they fit?) Sorta, kind of, but they're like really baggy and for like if I want to come back like 3 in the morning to work.

No.

I don't think I found that yet.

I don't know. I have so many that I can't remember. 2 weeks ago maybe. I open see what I like.

Like 150.







Information Design: Process of Rubbing

• Thesis Work Lite Term



IMPRESSION OF DENIM

By The Power

Denim is a cotton twill fabric that is used to make jeans, jackets, and other clothing. It is made from two different types of cotton fibers, one of which is stiffer than the other. This gives denim its characteristic texture and durability. Denim is also known for its ability to fade and wear in over time, which is why it is so popular among fashion designers and consumers alike.

History

Denim has a long history that dates back to the 18th century. It was first made in the city of Nîmes, France, and was used to make work clothes for laborers. In the 19th century, denim became popular in the United States, where it was used to make work clothes for miners and other laborers. Today, denim is one of the most popular types of fabric in the world, and it is used to make a wide variety of clothing items.

Denim Fabric

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Background

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Brand: Citizen
Style: Evens /
Price: \$154.2

Brand: Aop's Jeans
Style: Full Honey
Price: \$20-88

Brand: Miss 60
Style: Eden
Price: \$160-270

Brand: Miss 60
Style: Jetno
Price: \$160-270

Brand: Aop's Jeans
Style: Full Honey
Price: \$20-88

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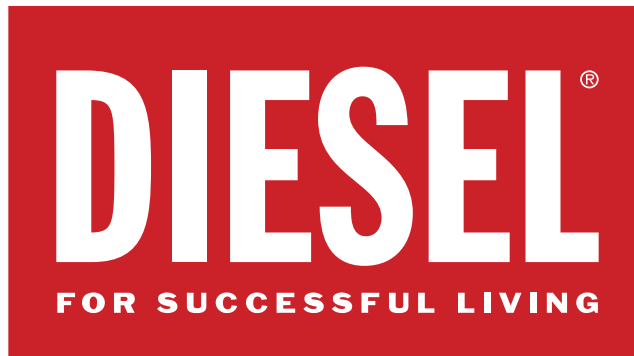




Internship with The Jack Rabbit Collection

• Work Experience





HAPPINESS
PROVOCATIVE
IMAGINATION
INTELLIGENT

I have been wearing Diesel for about 10 years now, and Diesel makes me feel brave when it comes to wearing more provocative designs. As long as it's Diesel, I can wear it. I feel good when I wear Diesel.



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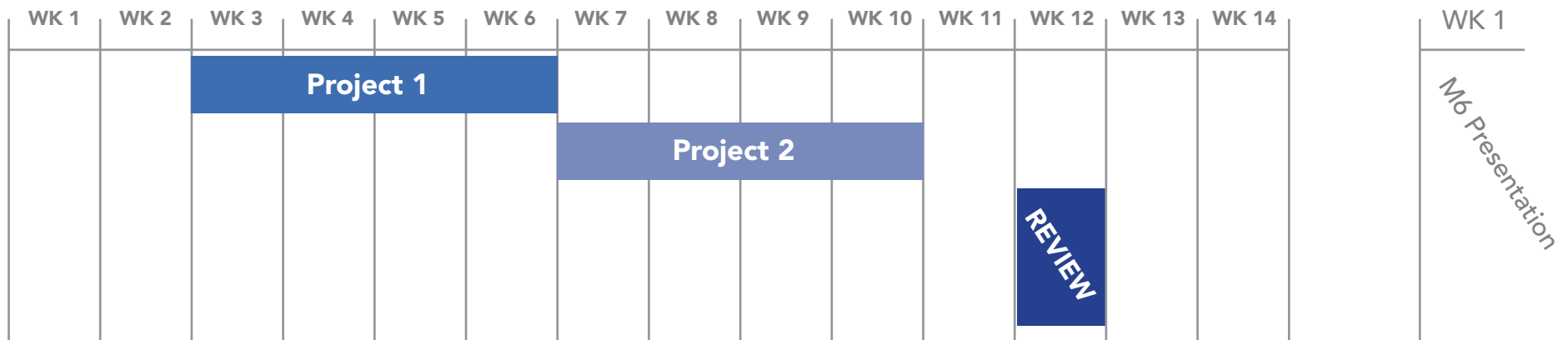
I want to work on 2 projects this term exploring denim, brand strategy and impression.

Project 1:

The impressions those people leave with their jeans and their choice of brand.

Project 2:

People's loyalty beyond reason to brands, their obsession with a single brand and how I can use this for denim.



Project 1:

The impressions people leave with their jeans brands.

<http://www.slate.com/id/2129956/>

The Secret Language of Jeans Why some people are willing to shell out for designer denim.

"Is it bad that I make snap judgments about girls based on what jeans they wear?" a male friend asked recently in an e-mail. "When I see a girl in Sevens, I dismiss her. If she's wearing Citizens, I'm skeptical, especially in recent months. If she's in Diesels, that's legit, as that's an enduring brand. But right now, I'm looking for girls in Hudsons." A girl in regular jeans was, apparently, off the map.

Project 2:

People's loyalty beyond reason to brands, their obsession with a single brand and how I can use this for denim.

HAPPY VICTIMS by Kyoichi Tsuzuki



Jean Colonna, 1998



Anna Sui, 2000



Vivienne Tam, 2001

THANK YOU.

