



Hilltop Cloud

Time Travellers Club

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Dear Club Member,

I grew up in the somewhat dodgy fashion days of the late 90's and early 2000's. A time that was singularly lacking in style, natural fabrics, and taste. In terms of colour you might think this is an odd period to pick. However for me this decade was all about one fabric. Denim, it was everywhere, my denim jacket was never off my shoulders, and had become practically moulded to my body.

Then in 2001 Britney Spears and Justin Timberlake wore denim on the red carpet at the MTV music awards (seriously, google it... it defies description!) It's still the fabric we wear most of. Nearly all of us have at least one pair of jeans in our wardrobe.

As a fabric denim has been around for a long time, jeans themselves were patented by Levi Strauss and Jacob W Davies in 1873, but the cloth has been woven in Southern Europe for many centuries before that. The word Denim comes from De' Nîmes, literally "from Nimes" where the serge was the locally speciality.

Denim gets it's distinctive colour and appearance from the structure of the weave of the cotton. The warp is left white and the weft dyed blue with indigo. It's then woven in to a warp faced twill, which creates the fabric which is blue on one side, and pale on the other. The fabric created is sturdy and hard wearing, which made it perfect for the workman's clothing that Davies originally created. (Strauss went in to partnership with Davies when Davies couldn't meet demand for his sturdy, copper riveted trousers) Jeans were also responsible for a change in our TV advertising. They 1980's Levi TV adverts were designed to save the Levi brand, which was seen as old fashioned. The adverts themselves were a master class in suggestion, coolness, and perfect pairing of images and music. Sales of Levi jeans increased by 800% following the first advert (Laundrette), and in the end the advert was removed from air because the company couldn't keep up with demand.

So there we have it, this fabric really has shaped the modern world, this month my inspiration is the humble jean.

Happy Spinning,

Katie