

Press Release



Anne Marie Juli

Blue Jeans

Why Do So Many People Wear Them?

120 pages
Cultural Studies

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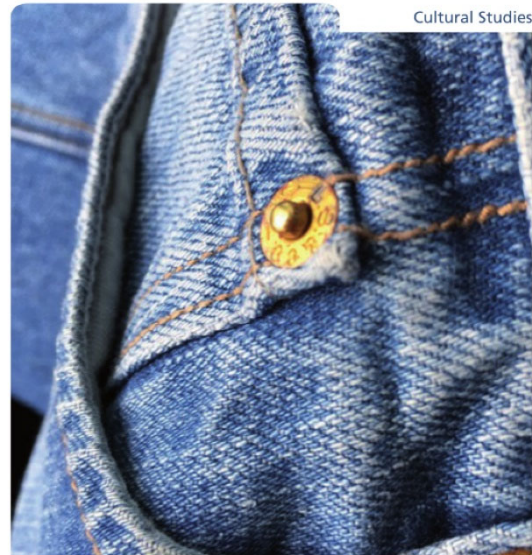
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Blue Jeans

Why Do So Many People Wear Them?

Scientific Study



Blue jeans – the uniform of our time

Blue jeans are a cultural and historical phenomenon. Patented exactly 150 years ago, they have developed from work trousers to a cult object and ultimately to a neutral mass product and disposable item. In her book 'Blue Jeans - Why Do So Many People Wear Them?', which was published in December 2023 by GRIN, Anne Marie Juli delves deeper into the success of the garment and highlights the significance that the jeans have and had for different generations.

Nowadays, on average, more than half of all passers-by in Germany wear jeans in public spaces. Those who wear them usually see them as part of a very personal clothing style. How can this uniformity be explained in an individualized society?

The spirit of the times in a time of social crises

Jeans have been sold as a fashion item for decades, while fashion is actually characterized by rapid changes. Jeans are also the only item of clothing that should look used when you buy them. What are the reasons for that?

Anne Marie Juli answers these and other questions in her book. A common thread is the paradoxical human need to belong somewhere and at the same time want to distinguish oneself from others. While you can still make a personal, non-conformist statement with jeans today, they usually help the wearer blend in with the crowd. This has a lot to do with the spirit of the times in a time of social crises.

About the Author

Anne Marie Juli is a freelance scientist and author. She lives and works alternately in the Netherlands and Provence (France). She was a guest lecturer at the University of Osnabrück and in 2022, as co-curator, provided scientific guidance for the exhibition “Blue jeans – Cult, Commerce, Art” in the Cultural History Museum Osnabrück.

This book was published by GRIN Publishing in December 2023 (ISBN: 978 3 346 98123-3).

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Press

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