

"The Wild One"

Not since the cowboys had anyone done anything to promote blue jeans in the movies. But in 1953 Marlon Brando appeared as a tough motorcycle rider in "The Wild One" and jeans were on their way back to fame.

Non-cowboy types suddenly discovered that regular guys wear jeans, too. Brando's motorcycling "hell's angel" pose attracted the girl next door with his blue-jean-and-leather-jacket wardrobe. So other men assumed correctly that it would do the same for them—only 20 years later.

Brando's jeans were sedate by today's standards. Now jeans are studded, sequined, embroidered, faded, tie-died or fringed. Jeans material appears ageless, durable, inexpensive (sometimes) and almost always appropriate these days.

As the denim rage continues, manufacturers are provided many outlets for their wares, including business suits for the office, walking suits, just plain trousers (which now come in about 10 different styles) and lots of shirts to coordinate.

Leather has even taken a denim turn with tanneries turning out denim-looking tans on shirts and jackets.



Marlon Brando in his motorcycle suit



Patchwork denim, raveled

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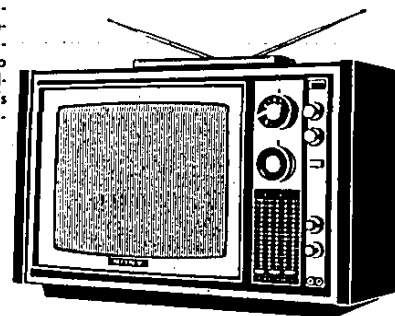
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