

# Video: The chemistry of blue jeans, the pants that changed the world

February 25 2015

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You might have a pair of them on right now, or maybe you have to wait until casual Friday. Blue jeans are among the most popular clothing items in the entire world.

But how did Levi Strauss get his "workwear," as he called it, so blue? Through chemistry, of course. This week, Reactions looks at the [chemistry](#) of everyone's favorite pair of pants.

Provided by American Chemical Society

Citation: Video: The chemistry of blue jeans, the pants that changed the world (2015, February 25) retrieved 14 May 2024 from <https://phys.org/news/2015-02-video-chemistry-blue-jeans-pants.html>

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