



# Denim: From Cowboys to Catwalks: A History of the World's Most Legendary Fabric

*Graham Marsh, Paul Trynka*

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The story of denim is a tale rich in paradox. Cherished alike by cowboys and models, the fabric is at once a symbol of the counterculture and the raw material of a major industry. A simple fabric, dating back to 17th-century France, denim today is ubiquitous: Alexander McQueen and Vivienne Westwood have pushed it into the forefront of high fashion; and Calvin Klein and Giorgio Armani have made it the basis for billion-dollar brands. This homage to the much-loved fabric delves deep into the archives to trace the origins and development of denim. It features rare pictures of icons wearing denim, like Marilyn Monroe and Steve McQueen, plus specially commissioned photos of rare and classic garments from the 1880s to the present day. It is complete with a glossary and a guide to valuable vintage items.

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