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a) Blue jeans were first recognized, when miners took to wearing them. As denim was a tough material they lasted long amounts of time. Blue jeans had put riveted pockets to make them much tougher and more resistant to breakage. This fad was continued and still is today. With many different shapes, colours and brands.

b) Heroes including celebrities, sport stars and role models, have participated in the consumption and sale of jeans. As these choices and fashion affect society. ~~It~~ jeans in general are good value and are convenient to wear in many different occasions. Eg dinners, parties and some formal occasions.

That is why they have become so popular. Heroes play a big role in this as well. Advertisements and magazine articles help to relay ideas through heroes. Some of them being to buy this product are denim jeans.