



## Jeans: Keep them Longer

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Laundry is a painful chore. And we are constantly looking for reassurance from our clothes that they do not need a washing yet. And nothing is as reassuring as a good pair of jeans. You can take them anywhere and they would still be ready for another day out in the wild. The reward for buying them is the fact that - the less you wash them, the longer they last. This also brings down the post-purchase environment footprint of our jeans. To put it in perspective, if you ever ask 'What is the most convenient piece of clothing I can buy?' Our answer would be jeans.

If a pair of jeans could withstand the hostile condition of mines back in the day, surely it can withstand hours spent sitting in front of the computer or out foraging. Nevertheless, it is always good to be a kind person and take care of them. But since we know you will not be following up on this later, we have put together a few pointers right here.

### **Understand the Genes of your Jeans**

Excuse the pun and take some time to find out what kind of jeans you own instead. Broadly there are two, raw and pre-washed denim. Raw denims get only better with age as they fade uniquely to the way you walk, sit or whatever you decide to do in them. Pre-washed denims, on the other hand, are simpler beings.

### **Break-into your Jeans**

This is an important step for ones who purchased raw denims. Unlike pre-washed ones, they feel like a burlap sack for the first couple weeks. But this is the key moment for them as it determines what fade your jeans will show.

### **Wash them less**

Many brands advise not washing them at all. But as the product is targeted to humans (to our knowledge), a quick reminder, humans do all kinds of pee-pee-poo-poo. And it is just not worth hanging around with all that. We would recommend washing them at least once every 9-10 wears.

### **Hang them to dry**

It is tempting to put your jeans through tumble dry. But be patient and let it drip dry, they will thank you. While you are at it, hang it someplace away from direct sunlight (and white carpets).

### **Repair them**

It is inevitable that your jeans will show some amount of damage with time. Good thing is, jeans are almost always repairable and the more the wearing out, the more it reflects your personality.

Nobody buys jeans to have them carefully stacked in a closet. Okay, maybe yes, but they are also popular because you know they can take almost anything to throw at them. And with time they age according to you. So wear them like it's your second skin, make them yours.