

Story of a pair of jeans There they are , under a big sign saying : ' Famous brands for GBP 19.95 (about EUR 23) . They are just an ordinary pair of blue denim jeans in Cromwell's Bazaar , a cheap retail outlet in Ipswich , England . Wash inside out separately , it says on the label , but it doesn't say where they come from . After all , what would you put on the label ? 100 % cotton .