

# **HISTORY BOOK**

**TIMELINE - TERMS - INSTRUCTIONS**



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**SINCE IT'S ORIGINS  
IN 1873, LEVI  
STRAUSS & COMPANY  
HAS LEAD THE CALL  
FOR AUTHENTICITY,  
CRAFTMANSHIP  
AND INNOVATION  
IN FIT. OUR TIME  
CAPSULE OF STYLE  
LETS YOU FOLLOW  
YOUR OWN.**



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**1829**

**LEVI STRAUSS IS BORN IN BUTTENHEIM, GERMANY.**

**1853**

AGED 23, LEVI STRAUSS BECOMES AN AMERICAN CITIZEN AND HEADS FOR SAN FRANCISCO TO MAKE HIS FORTUNE IN THE CALIFORNIA GOLD RUSH... NOT BY PANNING FOR GOLD, BUT BY SELLING SUPPLIES TO THE STORES WHERE THE MINERS BOUGHT THEIR CLOTHING AND OTHER DRY GOODS. IN MARCH HE ARRIVES IN SAN FRANCISCO AND SETS UP A SMALL WHOLESALE DRY-GOODS BUSINESS ON CALIFORNIA STREET.

**1872**

JACOB DAVIS, A RENO TAILOR, TELLS LEVI STRAUSS ABOUT THE PROCESS HE HAS INVENTED TO RIVET THE STRESS POINTS ON TROUSERS. HE WANTS TO APPLY FOR A PATENT, BUT HE NEEDS A BUSINESS PARTNER. LEVI SEES THE POTENTIAL FOR THIS NEW PRODUCT AND AGREES TO JACOB'S PROPOSAL.



**1873**

MAY 20TH, LEVI STRAUSS AND JACOB DAVIS ARE GRANTED A PATENT OF THE RIVETING PROCESS. IT'S PATENT NO. 139,121. WE CONSIDER THIS TO BE THE OFFICIAL "BIRTHDAY" OF BLUE JEANS. THEY HAVE ONE BACK POCKET WITH THE ARCUATE STITCHING DESIGN, A WATCH POCKET, A CINCH AND BRACES' BUTTONS. THE ONE THING THAT HAS REMAINED WITH THE LEVI'S® JEANS SINCE THE BEGINNING IS THE ARCUATE STITCHING DESIGN, FIRST USED IN 1873 ON ONE BACK POCKET AND THEN ALSO ON THE SECOND BACK POCKET AFTER ITS APPEARANCE IN 1901.

**1886**

**THE TWO HORSE BRAND LEATHER PATCH IS FIRST USED ON THE "WAIST OVERALLS".**

**1890**

LOT NUMBERS ARE FIRST ASSIGNED TO THE GARMENTS BEING MANUFACTURED. "501®" IS USED TO DESIGNATE THE FAMOUS COPPER-RIVETED "WAIST OVERALLS".

**1897**

LEVI STRAUSS DONATES FUNDS TO ENDOW 28 SCHOLARSHIPS AT THE UNIVERSITY OF CALIFORNIA, BERKELEY.

# 501<sup>®</sup> JEANS

WHEN LEVI STRAUSS GOT TOGETHER WITH JACOB DAVIS IN 1873 TO REINFORCE A GARMENT FOR HARD WORKING WESTERN PIONEERS THEY HAD NO IDEA THE IMPACT ON MODERN CULTURE THEIR PATENT WOULD MAKE. IF THERE WERE A TIME CAPSULE TO REPRESENT WHAT IT MEANT TO BE A PART OF MODERN HISTORY, ALONG WITH REPORTS ON THE INTERNET, BEATLES RECORDS AND FOOTAGE OF THE MOON LANDING, THERE WOULD BE A PAIR OF 501'S.



**1901**

**THE “WAIST OVERALLS” NOW HAVE TWO BACK POCKETS.**

**1902**

UPON LEVI STRAUSS' DEATH IN 1902 HIS NEPHEWS INHERIT THE BUSINESS.

**1906**

APRIL 18TH. THE SAN FRANCISCO EARTHQUAKE AND SUBSEQUENT FIRES DESTROY LEVI STRAUSS & CO. HEADQUARTERS AND FACTORY. EMPLOYEE SALARIES ARE CONTINUED, AND TEMPORARY HEADQUARTERS ARE OPENED IN ORDER TO KEEP EMPLOYEES WORKING. A NEW FACTORY IS OPENED BY THE END OF THE YEAR, AND A NEW HEADQUARTERS BUILDING BY 1908.

**1915**

LEVI STRAUSS & CO. RECEIVES THE HIGHEST AWARD FOR ITS “WAIST OVERALLS” AT THE PANAMA PACIFIC INTERNATIONAL EXPOSITION IN SAN FRANCISCO. THE COMPANY BEGINS TO PURCHASE DENIM FROM CONE MILLS IN NORTH CAROLINA.

**1918**

“FREEDOM-ALLS” ARE INTRODUCED: PATENTED WORK / PLAY GARMENTS FOR WOMEN.

## **1920'S**

THE PRICE OF COTTON DROPS SHARPLY, RENDERING COTTON GARMENTS SUBJECT TO PRICE REDUCTION. DESPITE THIS, WALTER HAAS SR. (LEVI STRAUSS' GREAT-NEPHEW-IN-LAW) MAINTAINS THE COMPANY'S 25,000 DOLLAR ADVERTISING BUDGET, AS HE FEELS ADVERTISING IS CRUCIAL TO THE SUCCESS OF THE "WAIST OVERALLS".

## **1922**

BELT LOOPS ARE ADDED TO THE OVERALLS, BUT THE BRACES' BUTTONS ARE STILL RETAINED. LEVI STRAUSS & CO. NOW BUYS ITS DENIM EXCLUSIVELY FROM CONE MILLS, AND BECOMES THE EXCLUSIVE SUPPLIER FOR THE 501® JEANS IN 1922.

## **1926**

BONUSES ARE GIVEN TO THE WORKERS AT THE VALENCIA STREET FACTORY, POSSIBLY A FIRST IN THE APPAREL INDUSTRY.

## **1928**

**THE COMPANY REGISTERS THE WORD "LEVI'S" AS A TRADEMARK.**

## **LATE 1920'S**

CONE MILLS DEVELOPS THE UNIQUE "01" FABRIC IN A 10 OZ DENIM.





**1930**

THE COMPANY ADOPTS THE COWBOY AS ITS IMAGE-BUILDING ICON.

**1933**

THE 501® "WAIST OVERALL" JEANS FROM THIS PERIOD HAVE BELT LOOPS, AS WELL AS BRACE BUTTONS AND A CINCH.

**1934**

**LEVI STRAUSS & CO. CREATES LADY LEVI'S®, THE WORLD'S FIRST DENIM JEANS FOR WOMEN. VOGUE MAGAZINE FEATURES LEVI'S® JEANS FOR WOMEN.**

**1936**

THE RED TAB DEVICE IS PUT ONTO THE RIGHT BACK POCKET OF THE "WAIST OVERALLS". THE WORD "LEVI'S®" IS STITCHED IN WHITE AND IN CAPITAL LETTERS.

**1937**

THE BACK POCKETS ON THE WAIST OVERALLS ARE SEWN OVER SO THAT THEY COVER THE RIVETS. THIS IS IN RESPONSE TO CONSUMERS WHO COMPLAIN THAT THE RIVETS SCRATCH THEIR FURNITURE AND SADDLES. THE BUTTONS FOR BRACES ARE REMOVED FROM THE "OVERALLS".

## **1940'S**

### **WORLD WAR II**

THE WAIST OVERALLS ARE CHANGED SLIGHTLY IN ORDER TO FOLLOW RULES SET BY THE WAR PRODUCTION BOARD. THE RIVETS ON THE WATCH POCKET, THE CROTCH RIVET AND CINCH ARE REMOVED TO SAVE FABRIC AND METAL (THE STORY GOES THAT COWBOYS WERE COMPLAINING THAT THE CROTCH RIVET COULD GET HOT WHEN SQUATTING IN FRONT OF FIRE!).

## **1940'S WORLD WAR II**

**US SOLDIERS WEAR LEVI'S® JEANS AND JACKETS OVERSEAS, GIVING THE PRODUCTS THEIR FIRST INTERNATIONAL EXPOSURE.**

## **1944**

DUE TO WAR RESTRICTIONS, THE ARCUATE STITCHING DESIGN IS REMOVED, AS THE THREAD IS DECORATIVE ONLY AND NOT VITAL TO THE USEFULNESS OF THE GARMENT. IN ORDER TO KEEP THE DESIGN ON THE POCKETS, LEVI STRAUSS & CO. SEWING MACHINE OPERATORS HAND-PAINT IT ON EACH PAIR!

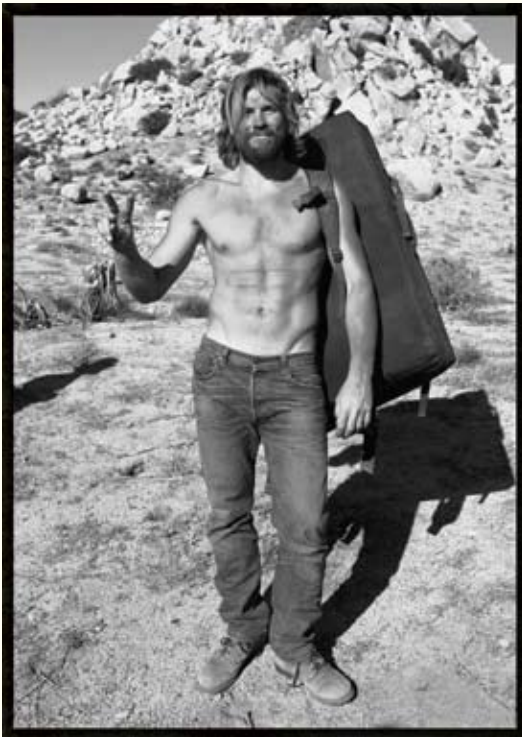
## **1947**

DOUBLE NEEDLE MACHINES ARE USED TO STITCH THE ARCUATE DESIGN, RESULTING IN THE "DIAMOND" EFFECT AND FOR THE FIRST TIME MAKING EACH ARCUATE IDENTICAL.



# **505®STRAIGHT**

THE 505 STARTED ITS LIFE AROUND 1961. THE IDEA BEING THAT YOUNGER GUYS REALLY WANTED A PRE-SHRUNK JEAN WITH A ZIPPER INSTEAD OF A BUTTON FLY. WE MADE THE 505 AS AN ALTERNATIVE TO THE 501. IT WAS THE FIRST PRE-SHRUNK JEAN MADE BY THE COMPANY. ITS STYLE AND SHAPE REMAIN RELATIVELY THE SAME TODAY.



## 1950'S

THE BLUE JEAN GRADUALLY CHANGES FROM WORKWEAR TO A SYMBOL OF TEEAGE REBELLION. THE BEAT GENERATION ADOPTS JEANS, SUNGLASSES AND BLACK TURTLENECKS AS THEIR UNIFORM OF NONCONFORMITY. THIS ANTI-ESTABLISHMENT ELEMENT IS CEMENTED IN THE PUBLIC'S PERCEPTION BY A SCOWLING MARLON BRANDO IN "THE WILD ONE" (1953). THE LEATHER PATCH IS REPLACED BY "LEATHERLIKE" CARD STOCK, DUE TO THE INCREASING COST OF LEATHER.

## 1953

THE RED TAB HAS THE WORD "LEVI'S®" STITCHED ON BOTH SIDES.

## 1954

A ZIPPERED VERSION OF THE "WAIST OVERALL" IS INTRODUCED, "501Z". "LIGHTER BLUES" CASUAL SLACKS AND THE "DENIM FAMILY" LINE MARK THE COMPANY'S ENTRY INTO THE SPORTSWEAR BUSINESS. A COLONEL ON AN AMERICAN BASE IN GERMANY BANS MILITARY WIVES FROM WEARING BLUE JEANS, SAYING IT REFLECTS POORLY ON THE USA...

## 1959

**LEVI'S® JEANS ARE EXHIBITED AT THE "AMERICAN NATIONAL EXHIBITION" IN MOSCOW. THE COMPANY BEGINS EXPORTING GARMENTS TO EUROPE.**

**1960**

THE WORD "OVERALLS" IS REPLACED BY THE WORD "JEANS" IN ALL OUR ADVERTISING.

**1961**

**PRE-SHRUNK LEVI'S® JEANS ARE INTRODUCED.**

**1962**

THE ICONIC "TYPE 3" DENIM JACKET - ALSO KNOWN AS THE 557 - IS INTRODUCED BY THE LEVI'S® BRAND.

**1964**

STA-PREST® SLACKS - THE FIRST TROUSERS WITH A PERMANENT CREASE - ARE INTRODUCED.

**1966**

THE FIRST TELEVISION COMMERCIAL FOR LEVI'S® JEANS IS AIRED. THE RIVETS ARE REMOVED FROM THE BACK POCKETS AND REPLACED WITH BAR TACKING.



# TRUCKER

THE FIRST LEVI'S® DENIM JACKET WAS MADE IN THE 1870'S. ORIGINALLY CALLED A BLOUSE UNDER LOT NO.506 IT HAD DETAILS A BUCKLE BACK AND STITCHED PLEATS ON THE CHEST THAT COULD BE REMOVED TO ALLOW FOR MORE ROOM. OVER THE YEARS THE DENIM JACKET HAD A FEW INCARNATIONS AND IN 1962 THE 557, WHAT WE NOW CALL THE TRUCKER WAS BORN IN THE 90'S WE ADOPTED THE NAME "TRUCKER" A DESCRIPTION USED BY VINTAGE CLOTHING ENTHUSIAST.



**1967**

THE QUINTESSENTIAL SLIM FIT 505® JEAN IS INTRODUCED. THE ROCK GROUP THE JEFFERSON AIRPLANE RECORD RADIO COMMERCIALS FOR STRETCH LEVI'S® AND THE 5-POCKET TWILL WHITE LEVI'S® JEANS.

**1968**

THE COMPANY CREATES A SEPARATE DIVISION FOR WOMEN'S CLOTHING: LEVI'S® FOR GALS. THE COMMUNITY AFFAIRS DEPARTMENT IS ESTABLISHED, FORMALIZING THE COMPANY'S PHILANTHROPIC EFFORTS.

**1969**

THE WOODSTOCK CONCERT TAKES PLACE. A LOT OF FANS IN THE AUDIENCE ARE WEARING LEVI'S® JEANS. LEVI STRAUSS & CO. INTRODUCES THE HEAVILY FLARED BELL BOTTOM JEANS INTO ITS JEAN LINE.

**1970**

**DURING THE '70S, JEANS BECOME MORE FASHIONABLE, AND SO DOES THE LEVI'S® BRAND. CORDUROY AND POLYESTER ROUND UP THE COMPANY'S LINE OF PRODUCTS.**

**1971**

THE WORD "LEVI'S®" ON THE RED TAB IS NOW STITCHED WITH A SMALL "E".

**1980**

**LEVI'S® 501® JEANS FOR WOMEN ARE INTRODUCED AND ADVERTISED ON TV BY THE "TRAVIS" AD.**

**1983**

CONE MILLS BEGINS TO INTRODUCE XXX DENIM THROUGH THE USE OF 60" WIDE LOOMS. THE FIRST ORIGINAL LEVI'S® STORE OPENS IN EUROPE.

**1984**

LEVI STRAUSS & CO. IS THE OFFICIAL OUTFITTER OF THE U.S. OLYMPIC TEAM. BRUCE SPRINGSTEEN SPORTS A PAIR OF 501® JEANS ON THE COVER OF THE "BORN IN THE USA" ALBUM. BOB HAAS, A GREAT-GREAT-GRAND NEPHEW OF LEVI STRAUSS, BECOMES PRESIDENT AND CHIEF EXECUTIVE OFFICER.

**1985**

IN EUROPE, THE "LAUNDERETTE" AD BOOSTS SALES OF LEVI'S® 501® JEANS BY 500 PERCENT VIRTUALLY OVERNIGHT AND DEFINES THE DRESS CODE OF A GENERATION OF YOUNG MEN BY MIXING AMERICAN SOUL WITH NOSTALGIA AND ROMANCE. THE WAY OF ADVERTISING JEANS IS FOREVER CHANGED.



**1987**

LEVI STRAUSS EUROPE SIGNS ITS FIRST LICENSING AGREEMENT AND LAUNCHES FOOTWEAR, BELTS, HEADWEAR, GLOVES AND SCARVES.

**1992**

**DUE TO THE WORLDWIDE INTEREST IN “VINTAGE” LEVI’S® JEANS, LEVI STRAUSS & CO. INTRODUCES THE “CAPITAL E” JEAN IN THE UNITED STATES. THIS ALSO FOLLOWS THE SUCCESS OF THE VINTAGE MODEL CREATED EARLIER BY LEVI STRAUSS JAPAN.**

**1993**

LEVI STRAUSS EUROPE SIGNS ITS FIRST LICENSING AGREEMENT AND LAUNCHES FOOTWEAR, BELTS, HEADWEAR, GLOVES AND SCARVES.

**1994**

ORIGINAL LEVI’S® STORES AROUND THE GLOBE PARTICIPATE IN WORLD AIDS DAY.

# STYLED

THE DICTIONARY DEFINES STYLE VARIOUS WAYS, BUT LEVI'S® ORIGINAL INTERPRETATION WAS STRICTLY FUNCTIONAL. THE FIRST STYLED JEAN BROUGHT TO THE MARKET FEATURED THE CINCH BACK, WHICH WAS USED TO TIGHTEN JEANS. STYLE DETAIL IN IT'S CURRENT INCARNATION COMBINES FUNCTION WITH AN UPDATED DESIGN.

**1995**

LEVI STRAUSS & CO. LAUNCHES ITS FIRST WEBSITE: WWW.LEVI.COM. "CLAYMAN" BECOMES LEVI STRAUSS & CO.'S FIRST GLOBAL COMMERCIAL FOR THE LEVI'S® BRAND.

**1996**

LEVI'S® VINTAGE CLOTHING (LVC) IS INTRODUCED GLOBALLY. LVC IS A LINE OF AUTHENTIC REPRODUCTIONS OF CLOTHING FROM THE LEVI STRAUSS & CO. ARCHIVES.

**1998**

**LEVI STRAUSS & CO. CELEBRATES THE 125TH ANNIVERSARY OF THE INVENTION OF JEANS IN 1873.**

**1999**

LEVI'S® RED™ IS INTRODUCED: A MORE PREMIUM COLLECTION OF CLOTHES FROM THE ORIGINAL. THE BRAND EXPANDS ITS MUSIC INVOLVEMENT WITH LAURYN HILL'S "MISEDUCATION" TOUR, BASEMENT JAXX, JAMIROQUAI, MASSIVE ATTACK, AND THE US MTV VIDEO MUSIC AWARDS. IN EUROPE, THE LEVI'S® STA-PREST® LINE IS INTRODUCED AND ADVERTISED BY A LITTLE YELLOW FELLOW CALLED FLAT ERIC.

## 2000

LEVI'S® ENGINEERED JEANS® ARE INTRODUCED. TIME MAGAZINE NAMES 501® JEANS "THE FASHION ITEM OF THE 20TH CENTURY". LEVI STRAUSS & CO. SPONSORS CHRISTINA AGUILERA'S CONCERT TOUR IN THE US. IN EUROPE, THE LEVI'S® BRAND PROMOTES PRIMAL SCREAM'S TOUR.

## 2001

LEVI STRAUSS & CO. ACQUIRES THE OLDEST KNOWN PAIR OF JEANS IN THE WORLD FOR THE RECORD SUM OF 46,532 US DOLLARS, AND THE LEVI'S® VINTAGE CLOTHING LINE REPRODUCES THEM IN A SPECIAL LIMITED EDITION. THE JEAN IS DUBBED "THE NEVADA JEAN". THE LEVI'S® BRAND SPONSORS OUTKAST'S TOUR IN EUROPE.

## 2003

LEVI STRAUSS & CO. CELEBRATES THE 150TH ANNIVERSARY OF ITS FOUNDING AND THE 130TH ANNIVERSARY OF THE INVENTION OF BLUE JEANS BY LEVI STRAUSS & JACOB DAVIS. IN FEBRUARY, THE LEVI'S® TYPE ITM JEANS LINE IS LAUNCHED GLOBALLY, A MODERN INTERPRETATION OF THE ICONIC JEANS WEAR CREATED 130 YEARS EARLIER. THE AMERICAN ROCK BAND MC5 GET TOGETHER FOR A ONE-OFF GIG AT LONDON'S INFAMOUS "100 CLUB", SPONSORED BY THE LEVI'S® BRAND. A TRULY SONIC HISTORIC EVENT!

**IN THE SUMMER OF 2003, LEVI STRAUSS & CO. ACQUIRES THE OLDEST PAIR OF 501® JEANS IN THE WORLD:**

KNOWN AS THE "XX" THE NAME GIVEN TO JEANS BEFORE THEY GOT THEIR ICONIC LOT NUMBER. THEY DATE BACK TO 1879, OLDER THAN THE NEVADA JEANS ACQUIRED IN 2001.

## 2005

THE LEVI'S® KIDS COLLECTION LAUNCHES IN EUROPE. LEVI STRAUSS EUROPE EXTENDS ITS FASHION OFFERING WITH THE LAUNCH OF BAGS, SMALL LEATHER GOODS, LUGGAGE AND UNDERWEAR.

## 2006

**LEVI'S® REDWIRE™ JEANS ARE INTRODUCED. A FIRST IN THE APPAREL INDUSTRY: A PAIR OF JEANS EQUIPPED WITH A DOCKING PORT FOR AN IPOD INSIDE ONE OF THE POCKETS.**

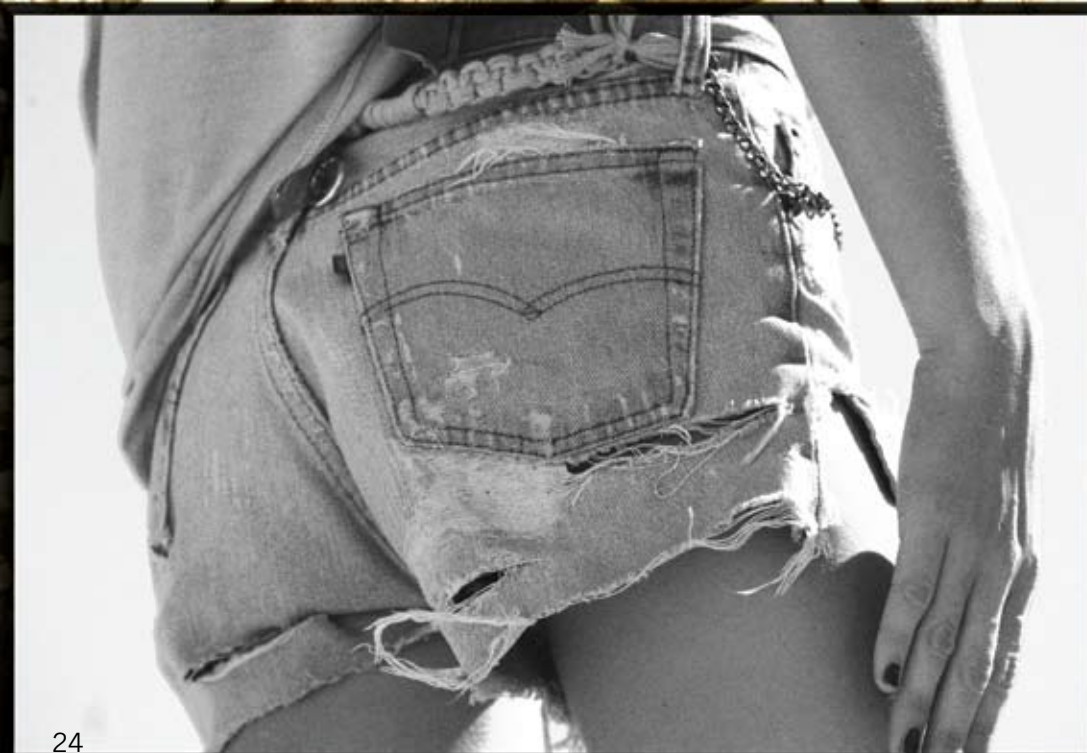
## 2007

PRODUCTS WITH ROOTS IS ANOTHER SUCCESS FOR THE BRAND, WITH A LIMITED EDITION PRODUCT RANGE INSPIRED BY THE 1947 501® JEAN.

LEVI'S® WINS THE GOLD LION AWARD AGAIN AT THE CANNES ADVERTISING FESTIVAL, THIS TIME FOR THE ADVERT "DANGEROUS LIAISONS".

## 2008

LEVI STRAUSS EUROPE INTRODUCES ITS EYEWEAR COLLECTION, A NEW ADDITION TO ITS ACCESSORIES LINE.



**2010**

**A REVOLUTIONARY NEW FIT SYSTEM FOR WOMEN CALLED LEVI'S® CURVE ID, WHICH FOCUSES ON SHAPE NOT SIZE IS LAUNCHED. LEVI STRAUSS & CO. CREATES THREE LEVI'S® CURVE ID FITS BASED ON THREE UNIVERSAL WOMEN'S BODY TYPES:**

**SLIGHT CURVE, DEMI CURVE AND BOLD CURVE.**

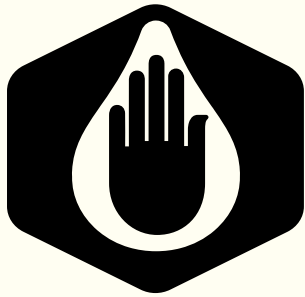
AS PART OF LEVI'S® PRODUCTS WITH ROOTS, LEVI STRAUSS EUROPE DELIVERS A REFRESHED AND CONTEMPORARY REWORKING OF ONE OF ITS ORIGINAL WORKWEAR OFFERINGS THE 201 JEANS. ORIGINALLY AND OVER 100 YEARS AGO, THIS SIMPLE SILHOUETTE WAS PART OF THE LEVI'S® LINE, OFFERED TO MINERS AS AN AFFORDABLE ALTERNATIVE TO THE PREMIUM LEVI'® 501® JEANS. THE JEANS WERE PRODUCED WITH A SINGLE POCKET, DONUT BUTTON, A LINEN PATCH AND USED A LOWER GRADE DENIM (COMPARED TO THE XX QUALITY USED FOR LEVI'S® 501® JEANS) WHICH MADE THEM MORE AFFORDABLE FOR MINERS IN THE 1800S.

TO SUPPORT THE LAUNCH OF MEN'S LEVI'S® 519™ JEANS THE BRAND TEAMS UP WITH U.S. ROCK BAND THE GASLIGHT ANTHEM IN EUROPE.



**2011**

**AS PART OF ITS COMMITMENT TO REDUCING ITS IMPACT ON THE ENVIRONMENT, LEVI'S® INTRODUCES WATER<LESS™ JEANS, WHICH REQUIRE SIGNIFICANTLY LESS WATER TO BE PRODUCED. THE AVERAGE PAIR OF JEANS USES 42 LITRES OF WATER IN THE FINISHING PROCESS.**



**WATER<LESS**



# GLOSSARY

## TERM & DEFINITION

### ANTI-FIT

ANTI-FIT IS ONE OF THE DEFINING FEATURES OF THE LEVI'S® 501® JEANS, AND AS SUCH HAS BEEN AROUND SINCE THE 501® JEAN WAS BORN IN 1873, KNOWN AS "XX" AT THE TIME. IT'S A WAY OF CUTTING THE RISE OF THE JEAN IN A STRAIGHT LINE (AS OPPOSED TO A CURVE) WHICH GIVES THE 501® JEAN ITS RECOGNIZABLE "TOP BLOCK" (THE SECTION OF THE JEAN THAT GOES FROM THE WAIST TO THE CROTCH). ORIGINAL LEVI'S® OVERALLS WERE USED TO WEAR "OVER" YOUR REGULAR CLOTHES AS WORKWEAR, AND THEY HAD A CUT THAT DOESN'T FIT YOUR BODY, BUT "HANGS" ON IT. THE 501® JEAN ALSO DOES THIS, AND IT HAS MANY BENEFITS: GREATER COMFORT, LESS WEAR ON THE SEAT, AND OF COURSE, THE ABILITY TO LOOK GOOD EVEN IF WORN TWO SIZES TOO BIG!

### ARCUATE

THE DISTINCTIVE DOUBLE-STITCHED PATTERN ON THE BACK POCKETS, NOW ACKNOWLEDGED AS ONE OF THE WORLD'S OLDEST CLOTHING TRADEMARKS.

### BIG "E"

A TERM USED TO DESCRIBE LEVI'S® CLOTHING MADE BEFORE 1971 WHEN THE ALL UPPER-CASE LEVI'S® LOGO ON THE RED TAB WAS REDESIGNED WITH A LOWER CASE "E".

### BOOT CUT

THE LEG WIDENS AT THE HEM TO FALL OVER THE SHOE MORE EASILY.

## CINCH BACK

A SMALL BELT ATTACHED TO THE BACK OF THE JEANS AT WAIST HEIGHT. USED BEFORE BELT LOOPS WERE INTRODUCED IN 1922. THE CINCH-BACK WAS STILL LEFT ON AS CUSTOMERS PREFERRED TO HAVE THE CHOICE. IT WAS REMOVED DURING WORLD WAR II TO SAVE ON RAW MATERIAL AND REAPPEARED WITH THE INTRODUCTION OF LEVI'S® VINTAGE CLOTHING.

## CONE MILLS

THESE MILLS STARTED SUPPLYING DENIM FOR LEVI STRAUSS & CO. IN 1915. AND BECAME THE EXCLUSIVE SUPPLIER FOR THE 501® JEANS IN 1922.

## DENIM

AN INDIGO-DYED COTTON TWILL FABRIC. WOVEN WITH A DYED WARP YARN (THE THREAD RUNS PARALLEL TO THE SELVAGE), AND AN UNCOLORED "NATURAL" WEFT

## HANGTAG

THE LABEL ON THE OUTSIDE OF A GARMENT. WITH PRODUCT INFORMATION PRINTED ON IT.

## HEMLINE

THE BOTTOM SEAM ON THE LEG.

## INDIGO

THE ORIGINAL AND MOST RECOGNIZABLE BLUE DYE FOR DENIM. IT USED TO BE EXTRACTED FROM THE "INDIGOFERA TINCTORIA" PLANT, BUT IS NOW MOSTLY SYNTHESIZED.

## LEATHER PATCH

THE PATCH SITS ON THE BACK OF THE WAIST AND IT BEARS THE TWO HORSE TRADEMARK. THE FIRST PATCH WAS MADE OF LEATHER (FIRST USED IN 1873) STATING "LEVI STRAUSS & CO." TOGETHER WITH INFORMATION ABOUT LEVI'S® BEING THE ORIGINATOR OF THE "PATENTED RIVETED CLOTHING". IN 1886. THE TWO HORSE TRADEMARK WAS CREATED AND USED ON THE PATCH.

## RIVETS

THE ROUND METAL PIECES THAT REINFORCE THE SEAMS OF THE POCKETS AND FLIES.

## SELVAGE

THE NARROW. WHITE INSIDE EDGE OF VINTAGE DENIM. WHICH SIGNALS THE USE OF OLDER. SMALLER LOOMS. LEVI'S® JEANS HAD A RED COLORED LINE WOVEN ONTO THE WHITE TO DISTINGUISH THEM FROM THE COMPETITION.

## TAB

THE RECTANGULAR. USUALLY RED LABEL ATTACHED TO THE BACK POCKET OF LEVI'S® JEANS. INVENTED IN 1936. IT IS ONE OF LEVI STRAUSS & CO.'S MOST DISTINCTIVE TRADEMARKS.

# INSTRUCTIONS

## WEAR & CARE

### **RIGID JEANS (UNWASHED & SHRINK-TO-FITS)**

BUY YOUR JEANS 4-6 CM LONGER AND 4 CM WIDER AROUND THE WAIST THAN USUAL YOUR GARMENT WILL SHRINK TO YOUR NORMAL SIZE. EXPECT AN OVERALL SHRINKAGE OF 10 %. DO NOT ALTER THE HEM OF YOUR JEANS UNTIL THE SHRINKAGE PROCESS IS COMPLETE.

### **HOW TO SHRINK JEANS TILL THEY FIT**

GET INTO A BATH FULL OF WARM WATER WHILE WEARING YOUR NEW JEANS AND SOAK FOR AT LEAST 10 MINUTES. DRAIN THE WATER AWAY. SQUAT DOWN AND SQUEEZE THE EXCESS WATER OUT OF THE FABRIC. STAND UP AND IF POSSIBLE LET THEM DRY NATURALLY WHILE STILL WEARING THEM. THE JEANS WILL MOULD ABOUT YOUR BODY AND RETAIN YOUR FORM FOR OPTIMUM FIT. ALTERNATIVELY TAKE OFF THE JEANS AND PLACE THEM ON A HANGER TO DRY.

### **THE 1ST WASH**

THE FIRST TIME YOU WASH YOUR JEANS OR JEAN JACKET, WASH BY HAND IN WARM WATER WITHOUT SOAP. SOAK THE GARMENT IN THE WATER FOR AT LEAST 10 MINUTES, MOVING IT GENTLY TO PREVENT UNEVEN COLORATION.

### **SUBSEQUENT WASH**

MAKE SURE YOU TURN THE GARMENT INSIDE OUT AND HANDWASH SEPARATELY AT 40°C, AS THE INDIGO COLOR IS LIKELY TO RUN. AVOID SOAP AS THIS CAUSES THE COLOR TO FADE. MOST SHRINKAGE WILL OCCUR DURING THE FIRST THREE WASHES. HOWEVER IT CAN CONTINUE, IF ONLY SLIGHTLY, UNTIL THE 10TH WASH. IF YOU MUST MACHINE WASH, FOLLOW THE SAME RULES AS ABOVE FOR OPTIMUM RESULTS AND MINIMAL STRESS TO THE FABRIC. ALWAYS CHECK THE CARE LABEL.

### **IN GENERAL FOR ALL LEVI'S® JEANS**

THE MORE YOU WEAR AND THE LESS YOU WASH THEM, THE BETTER YOUR LEVI'S® JEANS WILL LOOK. ALWAYS CHECK THE WASH & CARE INSTRUCTIONS LABEL INSIDE THE GARMENT. DELAY WASHING YOUR NEW JEANS OR JEAN JACKET FOR AS LONG AS POSSIBLE. INSTEAD, TRY HANGING THE GARMENT OUT TO AIR ON THE WASHING LINE TO KEEP THE TIME YOU ARE APART AS BRIEF AS POSSIBLE!

# MAKE THEM YOUR OWN

STEP 1. FIND YOUR TRUE SIZE.  
SHRINK TO FITS® 501 JEANS®



STEP 2. WEAR THEM OUT OF THE STORE.  
(AFTER YOU BUY THEM)



STEP 3. LIVE IN THEM AS LONG AS POSSIBLE.

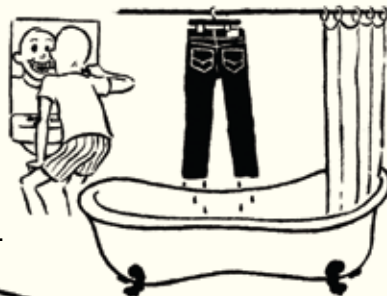


## WEAR THEM FOR AT LEAST A YEAR

STEP 4. WHEN YOU FINALLY WASH  
THEM, SOAK FOR 20 MINUTES WITH  
A CAPFUL OF MILD LIQUID SOAP IN  
COLD WATER



STEP 5. LET THEM DRIP DRY UNTIL  
THEY ARE SLIGHTLY DAMP.



STEP 6. PUT THEM BACK ON  
(HOPEFULLY ON A WARM  
DAY OR BY A NICE FIRE.)



STEP 7. AS THEY DRY THEY'LL  
SHAPE TO YOUR BODY.



STEP 8. ENJOY



## WASH THEM TOO SOON THEY WILL SHRINK

