



WHEN THE BERLIN WALL
FALLS, LEVI STRAUSS & CO.
PRODUCTS ARE THERE.

THE POPULARITY OF LEVI'S® JEANS KNOWS NO BOUNDARIES.

People have worn Levi Strauss & Co. products in the California gold mines, through two World Wars, from building the Golden Gate Bridge to tearing down the Berlin Wall, in small towns, in vast cities, to school, to the office, to the White House, to Red Square to the Blue Danube.

OUR PRODUCTS ARE THE CLOTHING OF CHOICE, manufactured by the employer of choice, in a workplace that is productive, safe, challenging, rewarding and fun. Being the employer of choice is a company-wide goal with great challenges, and even greater rewards.

It uses the skills, talents and ideas of all of our employees to anticipate — and to lead — change.

EVERY GARMENT WE MAKE is still created with the original values and aspirations Levi Strauss shared with generations of family and employees in the 1850s. These include: teamwork and trust, a diversity in the workforce at all levels, leadership by recognition, ethical management practices, an environment of shared communications and corporate empowerment.

Our Products

07



top to bottom:

1912 "KOVERALLS,"

A ONE-PIECE PLAYSUIT,
IS DESIGNED FOR KIDS,
AS SEEN IN THIS
BROCHURE FROM 1915.

1915 THE GUARANTEE "A

NEW PAIR FREE IF THEY RIP" FIRST
APPEARS IN CATALOGS AND OTHER
ADVERTISEMENTS, SUCH AS
THIS PIECE FROM 1937.

1918 "FREEDOM-ALLS,"
A COMBINATION WORK/
RECREATION GARMENT
FOR WOMEN, IS
INTRODUCED. 1922

BELT LOOPS
ARE ADDED TO
PANTS, BUT
SUSPENDER BUTTONS REMAIN.

1928 THE "LEVI'S"™ WORD MARK
IS REGISTERED.

to be m
lled by only p
Levi's® waist
is clearly

1928



1918

