

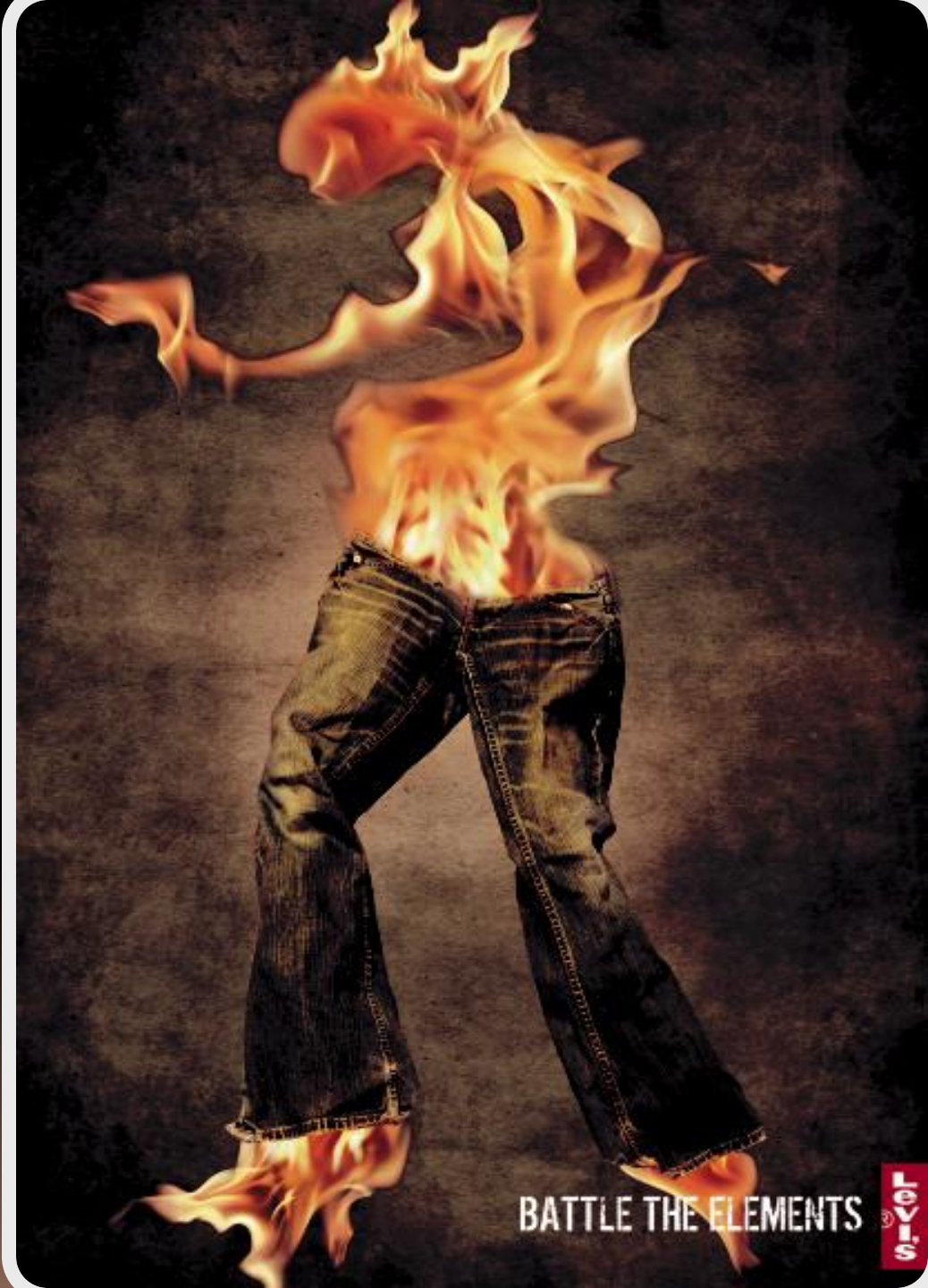
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Since 1853

LEVI'S JEANS



**Levi Strauss  
& Co.  
(LS&CO) is a  
privately  
held clothing  
company  
known  
worldwide  
for its Levi's  
brand of  
denim jeans.**



**BATTLE THE ELEMENTS**

**Levi's**

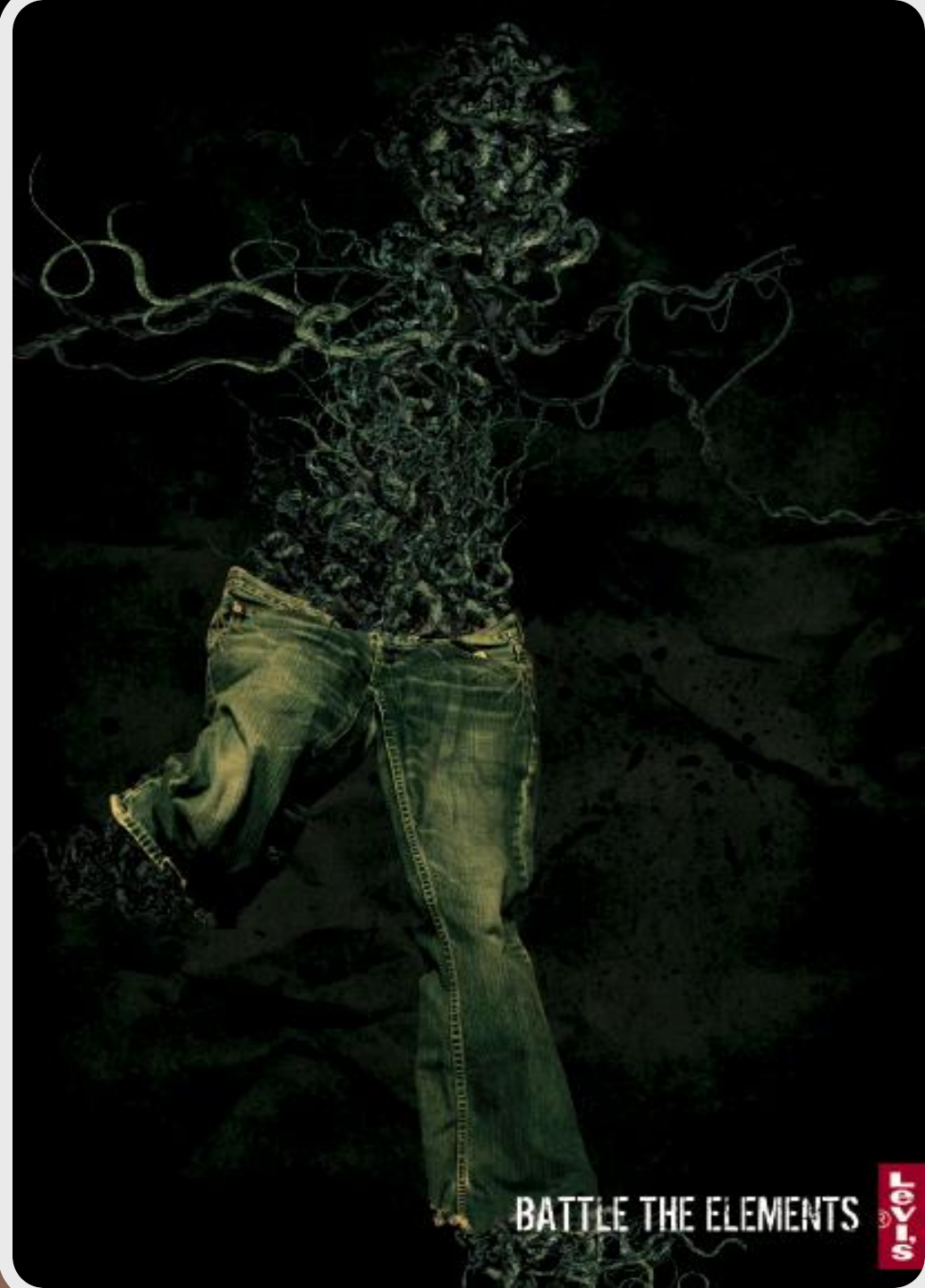
It was founded in 1853 when Levi Strauss came from Buttenheim, Franconia, (Kingdom of Bavaria) to San Francisco, California to open a west



BATTLE THE ELEMENTS

Levi's

**Levi's, the main brand, was founded in 1873 in San Francisco, specializing in riveted denim jeans and different lines of**



**BATTLE THE ELEMENTS**

**Levi's**

**Jacob  
Davis was a  
tailor who  
frequently  
purchased  
bolts of  
cloth made  
from hemp  
from Levi  
Strauss &  
Co.'s  
wholesale**



**BATTLE THE ELEMENTS**

**Levi's**



BATTLE THE ELEMENTS

Levi's

After one of Davis' customers kept purchasing cloth to reinforce torn pants, he had an idea to use copper rivets to reinforce the



BATTLE THE ELEMENTS

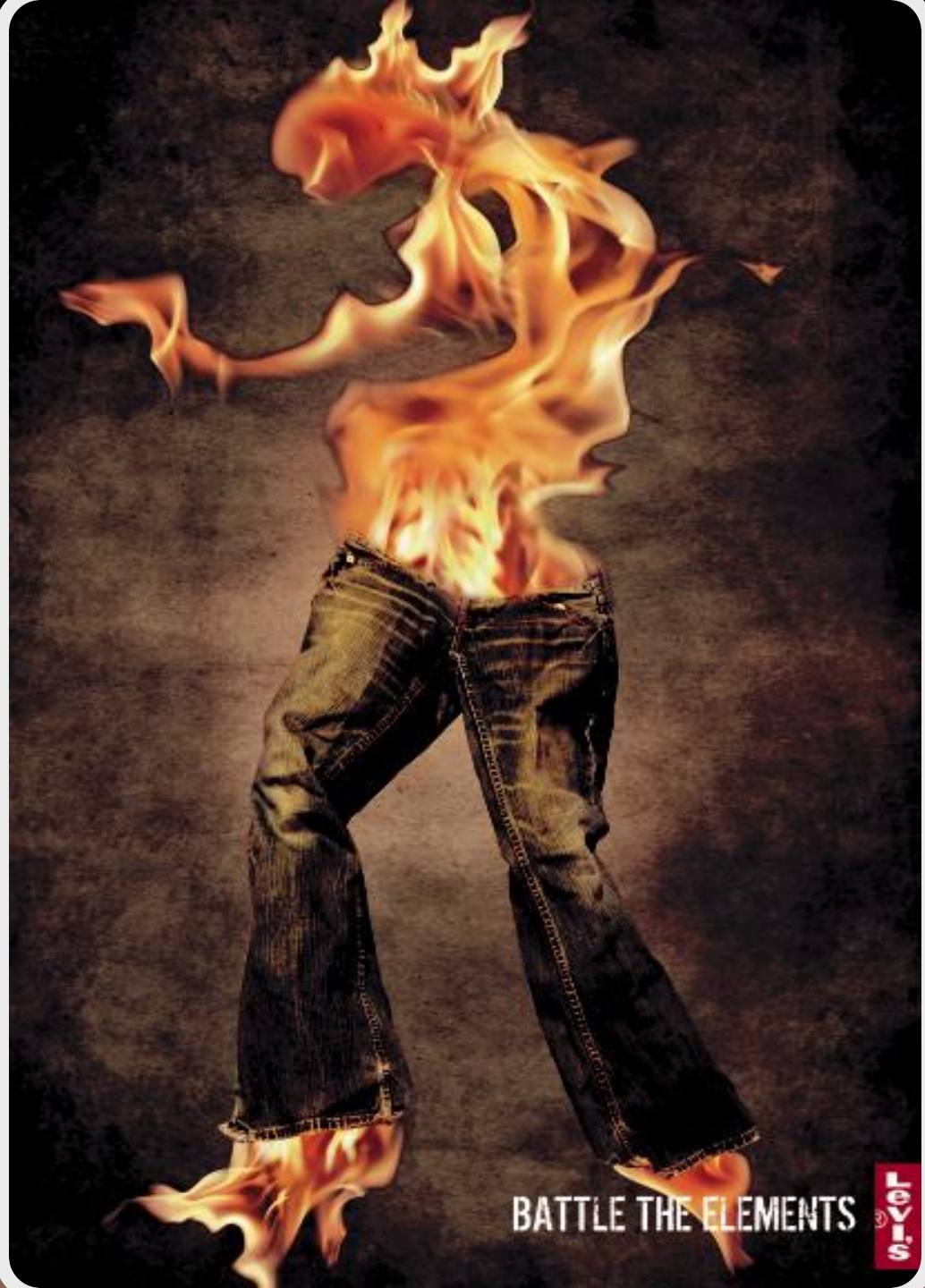
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**Davis did not have the required money to purchase a patent, so he wrote to Strauss suggesting that they go into business**



After Levi accepted Jacob's offer, on May 20, 1873, the two men received U.S. Patent 139,121 from the





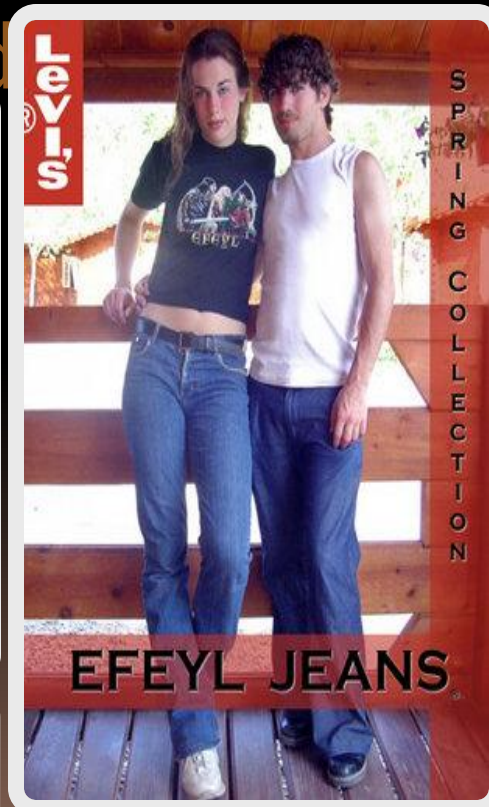
BATTLE THE ELEMENTS

Levi's

**Modern jeans began to appear in the 1920s, but sales were largely confined to the working people of the western United States, such**

**By 2007, Levi Strauss was again said to be profitable after declining sales in nine of the previous ten years. Its total annual sales, of just over \$4 billion, were \$3 billion less than during its peak performance in the mid 1990s. After more than two decades of family ownership, rumors of a possible public stock offering were floated in the media in July 2007.**

In the 1950s and 1960s, Levi's jeans became popular among a wide range of youth subcultures, including greasers, mods, rockers, hippies and



According to the New York Times, Levi Strauss leads the apparel industry in trademark infringement cases, filing nearly 100 lawsuits against competitors since 2001. Most cases center on the alleged imitation of Levi's back pocket double arc stitching pattern (U.S. trademark #1,139,254). Levi's has sued Guess?, Esprit Holdings, Zegna, Zumiez and Lucky Brand jeans, among other companies.

