

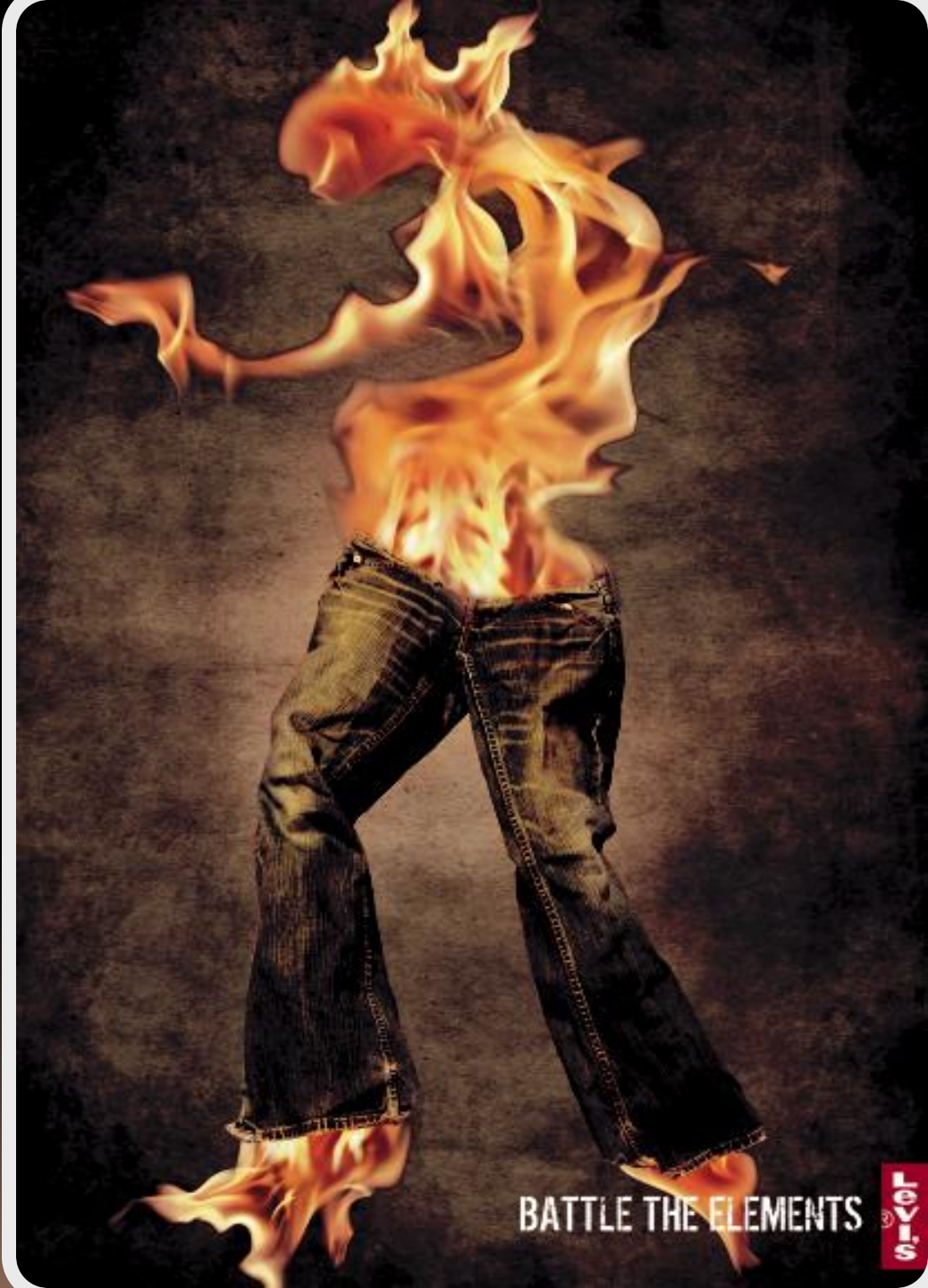
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Since 1853

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

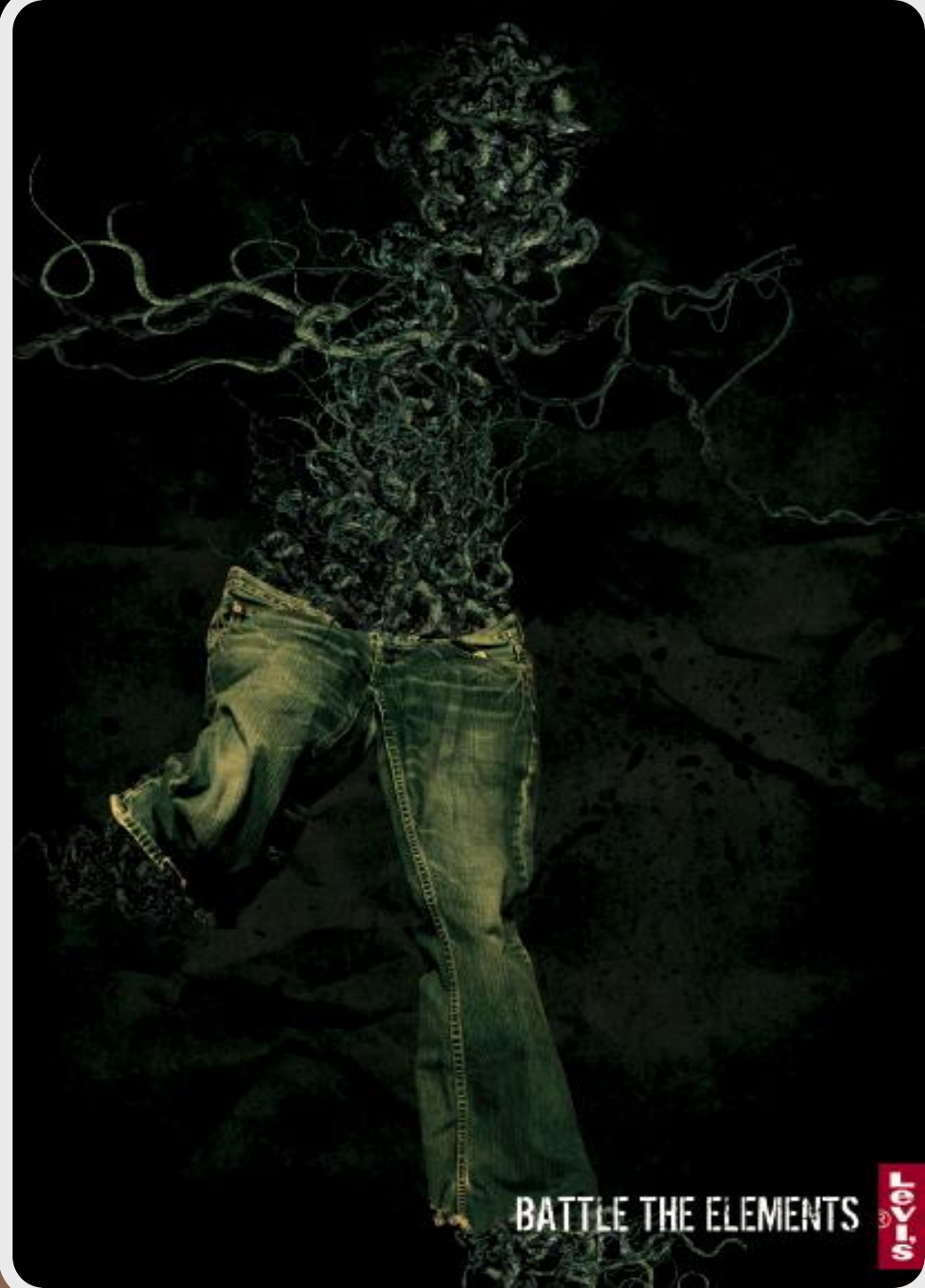
It was founded in 1853 when Levi Strauss came from Buttenheim, Franconia, (Kingdom of Bavaria) to San Francisco, California to open a west



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Levi's

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



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Levi's

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



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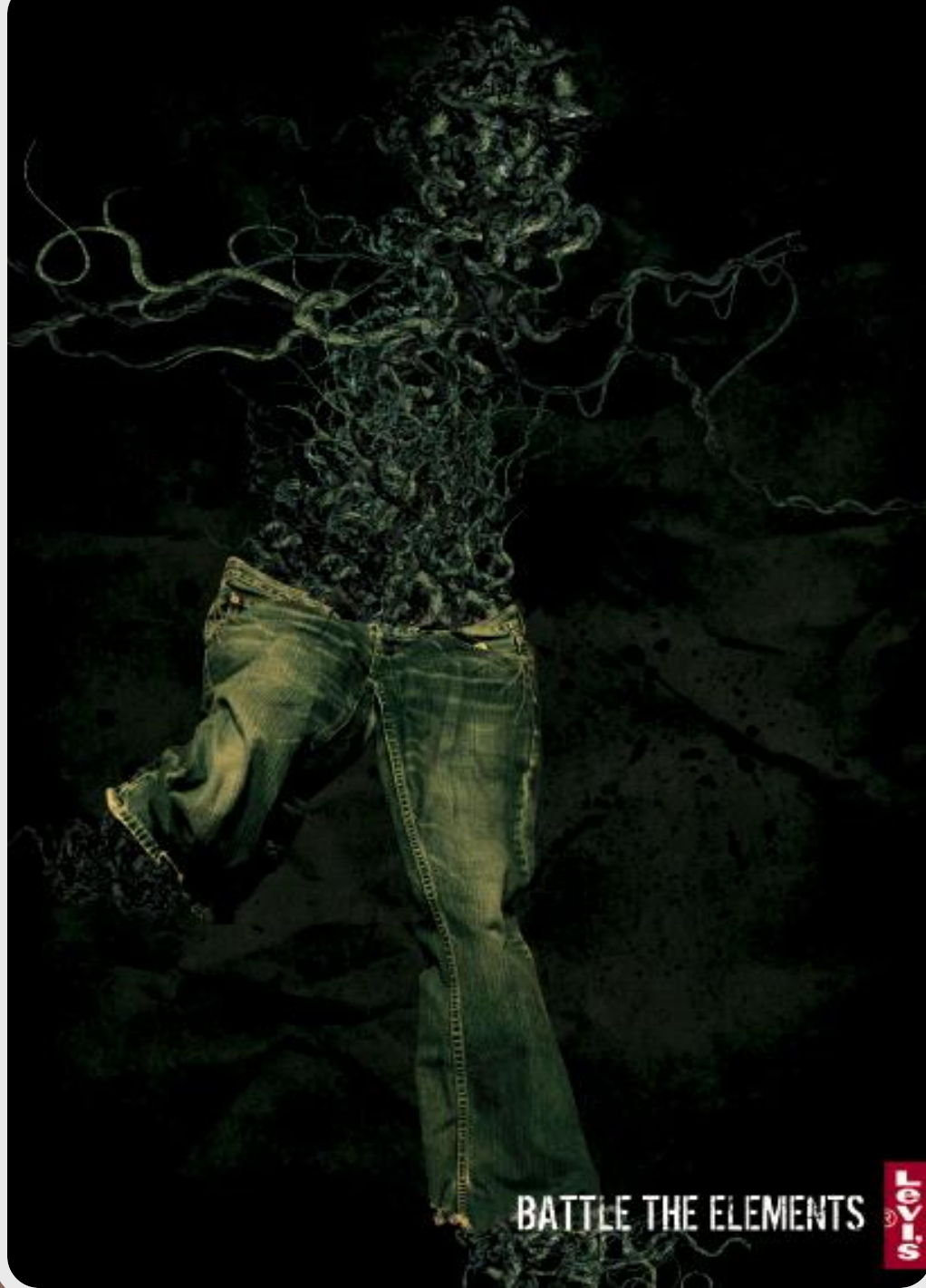
Levi's



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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



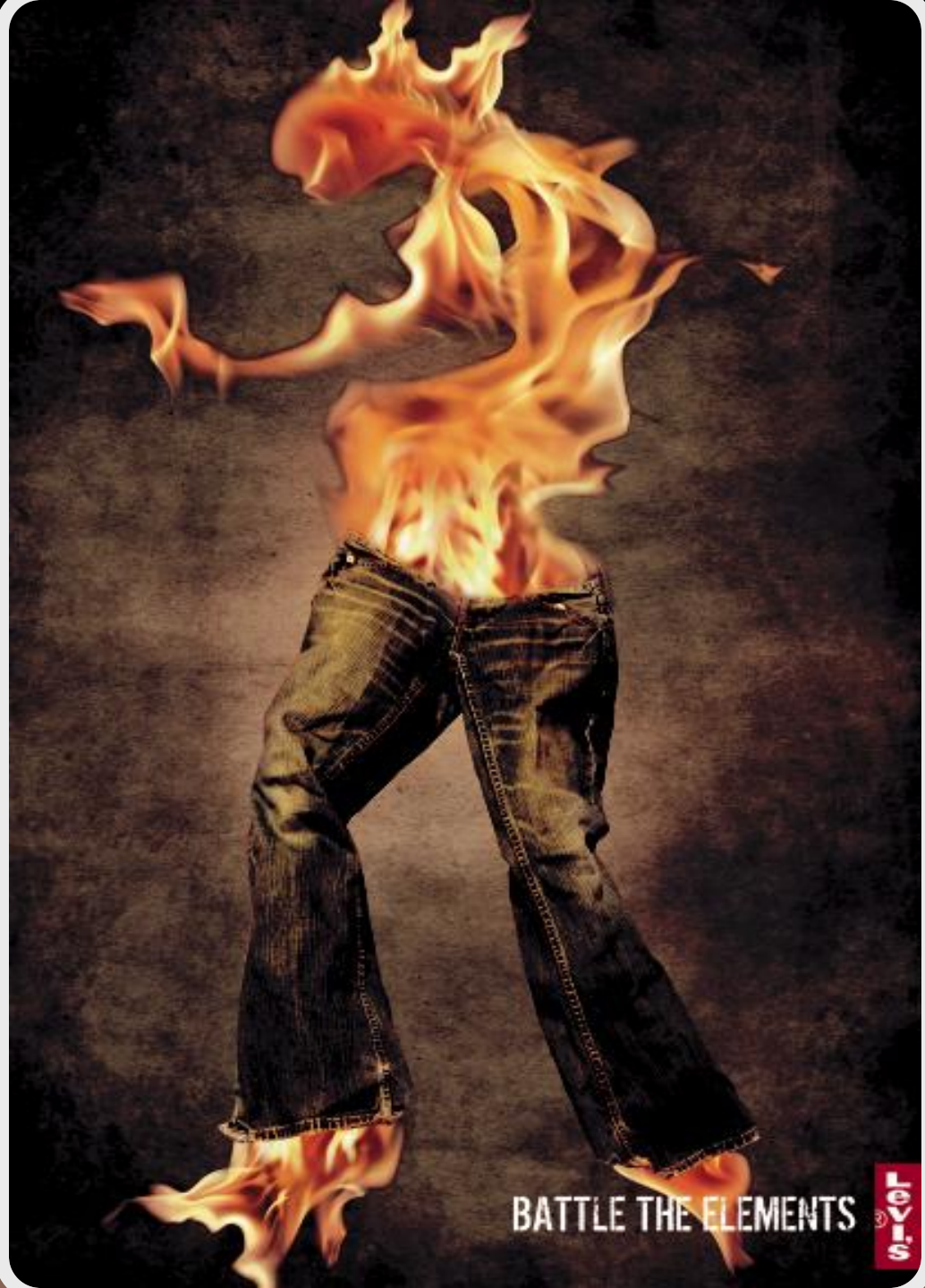
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Davis did not have the required money to purchase a patent, so he wrote to Strauss suggesting that they go into business



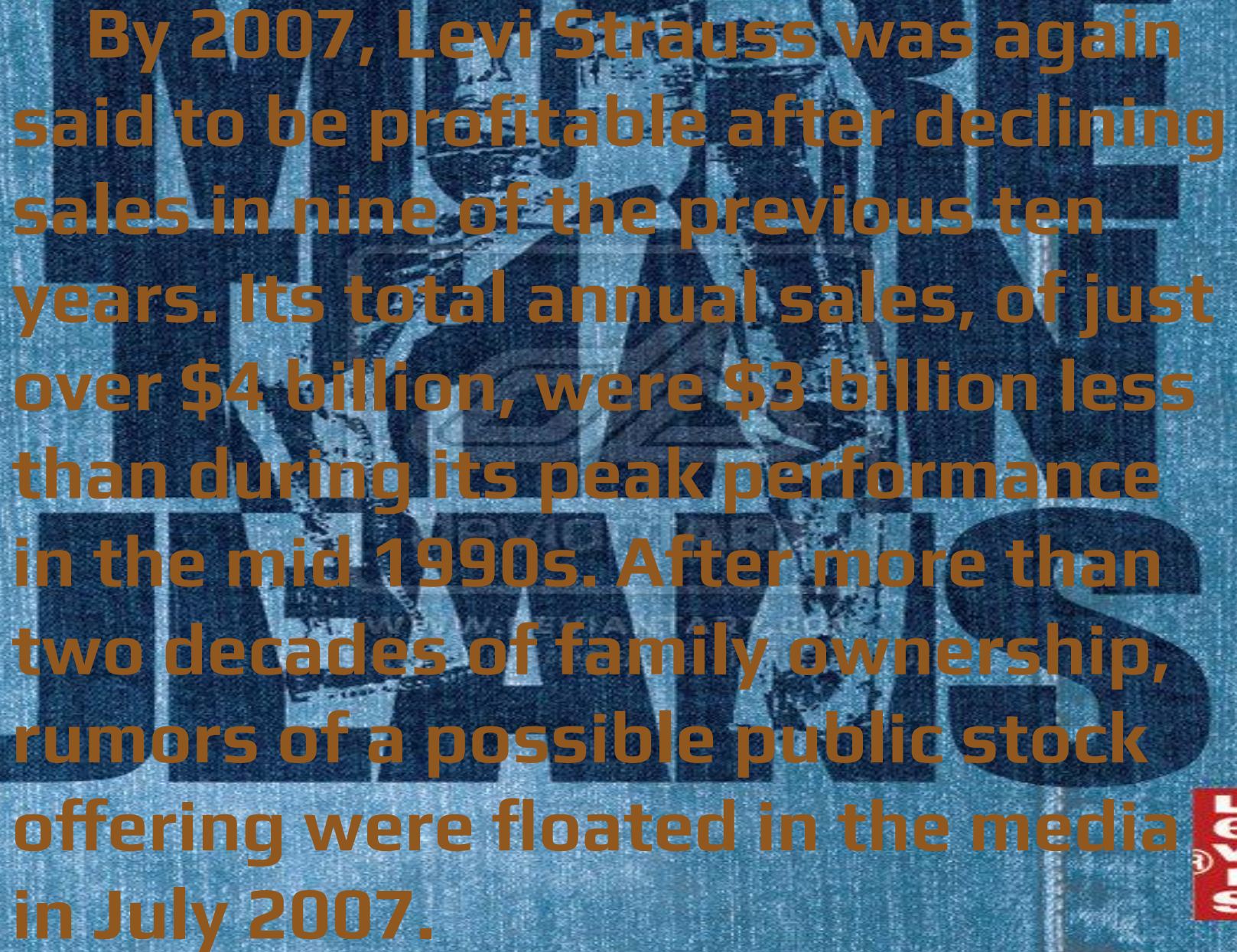
After Levi accepted Jacob's offer, on May 20, 1873, the two men received U.S. Patent 139,121 from the



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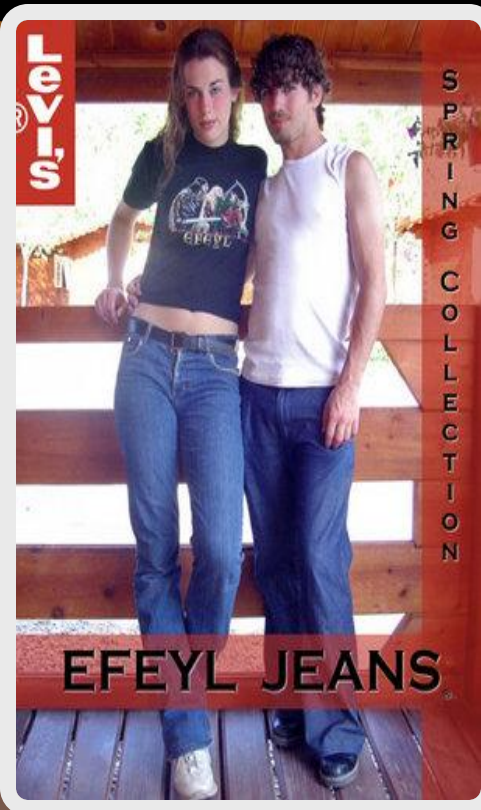
Levi's

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.

