



“ From our products to our practices, innovation is integral and sustainability is as essential as fabric and thread.

Company Snapshot

Founded In 1853, Levi Strauss opened a wholesale dry goods business in San Francisco that became known as Levi Strauss & Co. Seeing a need for work pants that could hold up under rougher conditions, he and Jacob Davis, a tailor, created the first jean. In 1873, they received a U.S. patent for "waist overalls" with metal rivets at points of strain. The first product line designated by the lot number "501" was created in 1890.

Today we are one of the world's largest brand-name apparel companies and a global leader in jeanswear. We design and market jeans, casual wear and related accessories for men, women, and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™ and Denizen® brands.

2020 Net Revenues

\$4.5

Billion



Headquarters

San Francisco

Brussels

Singapore



Employees

14,800

Worldwide

Americas:
6,700

Europe:
4,200

Asia Pacific:
3,500

Sold In

50k

Retail Locations

110

Countries

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,000 retail stores and shop-in-shops.

We source our products primarily from independent contract manufacturers located in approximately 26 countries around the world. No single country represents more than 20 percent of our production. We require all third-party contractors and subcontractors who manufacture or finish products for us to comply with our code of conduct relating to supplier working conditions as well as environmental and employment practices. In addition, we require our licensees to ensure that their manufacturers comply with our standards.

LEVI STRAUSS & CO.



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