

# WASH LESS, WATER LESS & RECYCLE MORE: STIMULATING SUSTAINABILITY THROUGH STORYTELLING

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**LEVI STRAUSS & CO.**

Tracey Panek, LS&Co. Historian



A close-up photograph of a pair of blue denim jeans. The image focuses on the waistband area, showing the orange stitching and metal buttons. One button is clearly visible with the text "LEVI'S STRAUSS & CO. NEW YORK" around its edge. The denim fabric has a visible texture and some wear. The text "A RECENT INTERVIEW" and "What Angle?" is overlaid in white on the bottom right of the image.

A RECENT INTERVIEW  
**What Angle?**





1879

**Levi Strauss & Co.**  
**Waist Overalls**

**World's Oldest**  
**Blue Jeans**



The pair from 1879. White gloves are required when handling archival garments to prevent dirt and oils degrading the material.

Image: Kate Sommers-Dawes/Mashable

The duo quickly patented the durable pants in 1873 and the oldest known pair, pictured above, date from about six years later.



The oldest pair in the Levi's archives date from 1879. Note the whiskering on the back of the knees.

Image: Kate Sommers-Dawes/Mashable

More than a century later, consumers worldwide wear blue jeans an average of 3.5 days a week and own 8.6 pairs (based on a 2008 survey). They're arguably the most personal garment a person can wear — they form to the body over time and are egalitarian in the sense that everyone, from babies to presidents, has a pair. With high-end lines costing the better part of a

# 136-Year-Old Pair of Levi's Blue Jeans Was Built to Last

*"I like to think of them as the very first early **sustainable** garment ... you could wear them out, you could pass them on, you could patch them up," she said in **a tour of the Levi's archives** in February. . . "They were built to last," LS&Co.  
Historian Tracey Panek*



Two-Horse Trademark, 1886



**Vision:**  
**World's Most**  
**Sustainable**  
**Apparel**  
**Company**

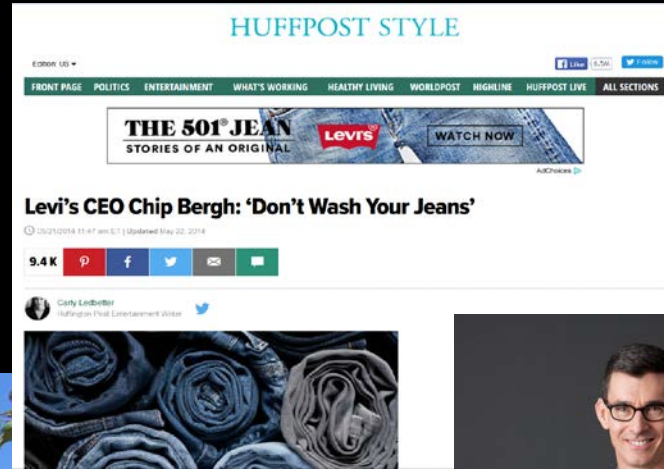


A close-up photograph of a pair of blue denim jeans. The image focuses on the waistband area, showing the orange stitching and metal buttons. One button is visible with the text "LEVI'S STRAUSS & CO. CALIF. U.S.A." around its edge. The denim fabric has a visible texture and some wear. The text "SUSTAINABILITY: WASH LESS" is overlaid in white, bold, sans-serif font in the bottom right corner.

**SUSTAINABILITY:  
WASH LESS**



# Wash Less = Save More Water



# WASH LESS CHALLENGE— RODEO STYLE






# RODEO RIDER RAGS





A close-up photograph of a pair of blue denim jeans. The image focuses on the waistband area, showing the orange stitching and metal buttons. One button is visible with the text "LEVI'S STRAUSS & CO. CALIF. U.S.A." around its edge. The jeans are folded, and the texture of the denim is clearly visible.

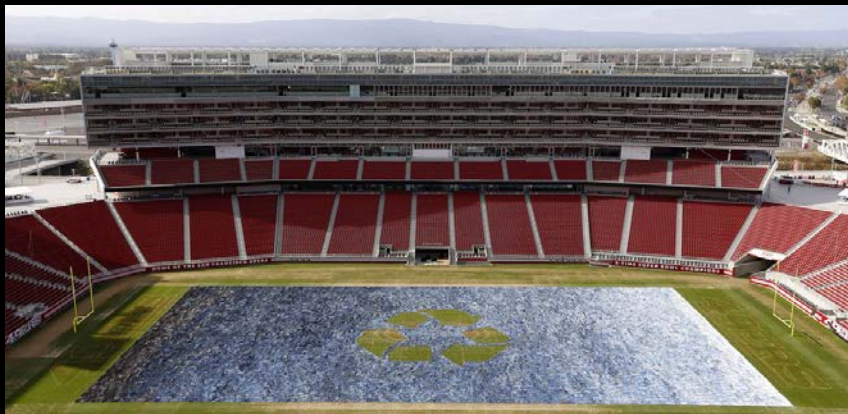
**SUSTAINABILITY:  
RECYCLE**



# Recycle.



Levi's





# GOODWILL HUNTING





A close-up photograph of a pair of blue denim jeans. The image focuses on the waistband area, showing the orange stitching and metal buttons. One button is clearly visible with the text "LEVI'S STRAUSS & CO. CALIF. U.S.A." around its edge. The denim fabric has a worn, textured appearance with some fraying and discoloration.

**SUSTAINABILITY:  
REUSE**



# REUSE—DENIM INSULATION



# A GHOSTLY TALE





# ROOFING REVEAL

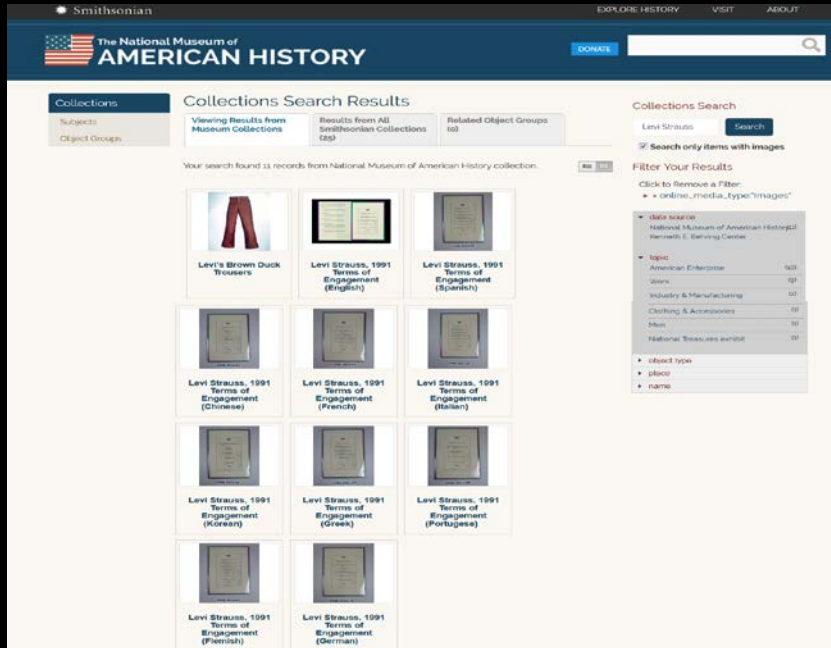




A close-up photograph of a pair of blue denim jeans. The image focuses on the waistband area, showing the orange stitching and a metal button. The text "SUSTAINABILITY: STANDARDS" is overlaid in white, bold, sans-serif font on the right side of the image.

# SUSTAINABILITY: STANDARDS





# SMITHSONIAN SEARCH

**25th Anniversary “Terms of Engagement”**

**1<sup>st</sup> Multinational Apparel Company to Set Manufacturer Standards**

**Includes Human Rights & Water Protection (High Quality; Restrict Harmful Chemicals)**

# RANCHER'S REVELATION







# RANCHER'S REVELATION

Watch this video to hear more about Mark's role in creating our Terms of Engagement:

Levi's Retiree and Rancher Talks Terms of Engagement



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147

# WATER STANDARDS



Water<Less Sculpture | The Vault, LS&Co. Museum



# STORY TELLING TIPS



PEOPLE



VISUALS



EMOTION

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