

LEVI STRAUSS & CO. TIMELINE

- 1853** Levi Strauss becomes an American citizen and sails to San Francisco to set up a small dry-goods house, which grows into a prosperous business over the next twenty years.
- 1873** Levi Strauss and Jacob Davis receive the patent for rivets on men's pants. They create the first ever pair of copper-riveted "waist overalls" (the old name for jeans) in San Francisco.
- 1906** The earthquake and fire destroy the headquarters and two factories of Levi Strauss & Co. The company extends credit to its wholesale customers so they can get back on their feet and back in business. Employee salaries are continued, and temporary headquarters and a showroom are opened in order to keep employees working. A new factory is built at 250 Valencia Street, and new headquarters are erected on Battery Street.
- 1934** Levi Strauss & Co. creates "Lady Levi's®," the company's first blue jean for women.
- 1940s** During World War II, the design of waist overalls is changed due to government mandates regarding the conservation of raw materials. U.S. soldiers wear their Levi's® jeans and jackets overseas, giving the products their first international exposure.
- 1952** The Levi Strauss Foundation is formed to coordinate the company's charitable giving.
- 1960s** Levi Strauss & Co. opens its first southern plant. Located in Blackstone, Virginia, the company insists from its inception that the facility be integrated. This occurs before desegregation is mandated by federal law.
- 1963** Pre-shrunk Levi's® jeans are introduced.
- 1964** STA-PREST® slacks — the first wrinkle free products — are introduced. Levi's® jeans become part of the permanent collections of the Smithsonian Institution.
- 1965** Levi Strauss International and Levi Strauss Far East are established, beginning the company's expansion into Europe and Asia.
- 1966** The company airs its first television commercial.
- 1971** Levi Strauss & Co. becomes a public corporation, and includes a statement of its values in its prospectus.
- Levi Strauss Japan is established, marking the company's first official entry into the Asian marketplace.
- 1981** The Red Tab Foundation is formed by a company employee, Jerry O'Shea, with a mission to help provide a financial "safety net" for Levi Strauss & Co. employees and retirees in need.

- 1983** The first Original Levi's® Stores are opened in Europe in Spain.
- Levi Strauss & Co. is one of the first companies to develop comprehensive HIV and AIDS education and health services for employees and their families.
- 1985** Levi Strauss & Co. completes the largest leveraged buyout in the apparel industry and the company becomes private again.
- 1986** The company launches the Dockers® brand in the United States, changing the khaki category forever.
- 1991** The first Original Levi's® Stores are opened in the United States, in Columbus Ohio.
- Levi Strauss & Co. develops the first known set of comprehensive standards for manufacturing and finishing contractors worldwide, dealing with wages, hours, working conditions, ethics and the environment.
- 1992** Levi Strauss & Co. becomes the first major U.S. company to offer full medical benefits to the unmarried partners of its employees.
- 1994** The Dockers® brand is introduced in Europe.
- 1995** Levi Strauss & Co. launches its first site on the Web at **www.levi.com**.
- 1996** Levi's® Vintage Clothing is introduced globally. LVC is a line of authentic reproductions of clothing from the Levi Strauss & Co. Archives.
- 2003** Levi Strauss & Co. celebrates the 150th anniversary of its founding and the 130th anniversary of the invention of blue jeans by Levi Strauss and Jacob Davis.
- 2009** The Levi's® brand launches its premium Made and Crafted collection, a modern assortment of clothing and accessories that are distinctly inspired by the Levi's® archive, but made from modern fits and materials
- 2010** Denizen® brand launches in Asia.
- The Levi's® brand debuts Curve ID, a new line of custom fit jeans made to fit the curve of a woman's body.
- Levi Strauss & Co. San Francisco headquarters are remodeled and application for LEED certification is submitted.
- Levi Strauss & Co. leads a global ban on sandblasting, partnering with other retail companies to stop this practice.
- Levi Strauss & Co. launches its Water<Less™ collection, offering consumers jeans made using significantly less water.
- 2011** The Levi's® brand begins to operate on a global platform and launches global "Go Forth" marketing campaign.
- More than 2 million pairs of Levi's® and Denizen® jeans made with a blend of Better Cotton, cotton that's better for the planet and people who grow it, are offered in Fall 2011.
- 2012** Levi Strauss & Co. reaches its 2009 goal of reducing green house gas emissions by 11 percent.