

A close-up photograph of blue denim jeans. The image shows the texture of the fabric, the orange stitching, and a red Levi's tag. The text is overlaid on the center of the image.

LEVI'S 6 MONTH BUYING PLAN

FASM 245-03 | Professor Demesko

Caroline Lewis, Joy Peterson, Priya Sukkanha, Sharon Rui

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PART 01: COMPANY PROFILE AND ANALYSIS

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The Levi's logo is displayed in white, bold, sans-serif capital letters within a red, inverted-bayonet-shaped banner. The banner is set against a dark blue background. A small registered trademark symbol (®) is located at the bottom right of the banner.

Levi's

LEVI STRAUSS & CO.

BRAND IDENTITY

**"BUY
BETTER,
WEAR
LONGER"**



2021

Inovative,
sustainable, and
inclusive.



MISSION STATEMENT

“To sustain responsible commercial success as a global marketing company of branded apparel.”

HISTORY

1853

Levi Stauss & Co was founded in 1853 in San Francisco, CA as a dry goods store

1873

Blue jeans were created as a stronger pant for the working men

1934

Levi's introduced the first blue jeans for women

1936

The use of the red label on the right back pocket of the 501 jeans was created in, it is still placed there today

1965

Levi's went international in Europe and Asia

2003

Signature by Levi was launched, which is the leather label on the back belt line





WOMEN IN BLUE JEANS

- Pants were not accepted for women in the Western society
- Long skirts were what women wore until pants caught on in the mid 20th century
- The dress-reform movement happened in the 19th Century
- Women who wore pants, had to wear them out of the public eye
- The freedom to wear pants was tied to the women's rights movement
- During WWII women who took over a man's job of that time, would wear pants to do so

16 | LEVI STRAUSS & CO. | 14

1853 - 1892



1892 - 1925

LEVI STRAUSS

1925 - 1929

LEVI'S
AMERICA'S FINEST OVERALL

1929 - 1943

LEVI'S
AMERICA'S FINEST OVERALL

1943 - 1949

when there's work to be done, wear
LEVI'S
A NEW PAIR TODAY - 100% COTTON - 100% MADE IN U.S.A.

1949 - 1954

LEVI'S®
VINTAGE CLOTHING

1954 - 1969

Levi's

1969 - 2003

Levi's

2003 - Present

LEVI'S LOGOS

Levi's has had eight different logos throughout **150** years

- The Two-Horse Emblem, meaning not even two horses could tear apart Levi jeans (Levi's make and sell quality, durable, and long-lasting jeans)
- The red symbolizes energy, passion and action

SUSTAINABILITY THROUGH THE YEARS



2015

The company launched a Chemistry Program to examine environmental impacts of chemicals



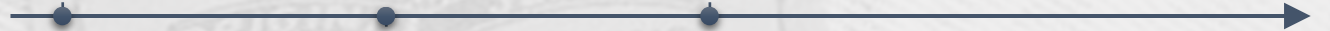
2018

Project F.L.X was created by digitizing denim finish



2016

Started Water<Less and Worker Well Being Programs





WATER<LESS

- Through 2019, 69% of Levi's bottoms
- It takes about 1,800 gallons to produce the cotton in a pair of jeans
- A single pair of jeans takes 10,000 liters of water to produce
- That's enough water to hose your lawn for 9 hours
- A new pair of jeans are washed for 6 hours straight before they are put out to try on and buy



CORE VALUES



- **Empathy** - Caring enough to fight for those struggling to find their peace in the world such as the LBTGQ+ community and people of color.
- **Originality** - Committed to saving the education of the arts because the best inspiration and things in life come from creative minds.
- **Integrity** - Staying transparent with consumers on what really goes on behind closed doors with who makes their denim and how they make their denim.
- **Courage** - Always standing up for what's right whether it be the fight against racial discrimination or the fight to save our planet through sustainability.





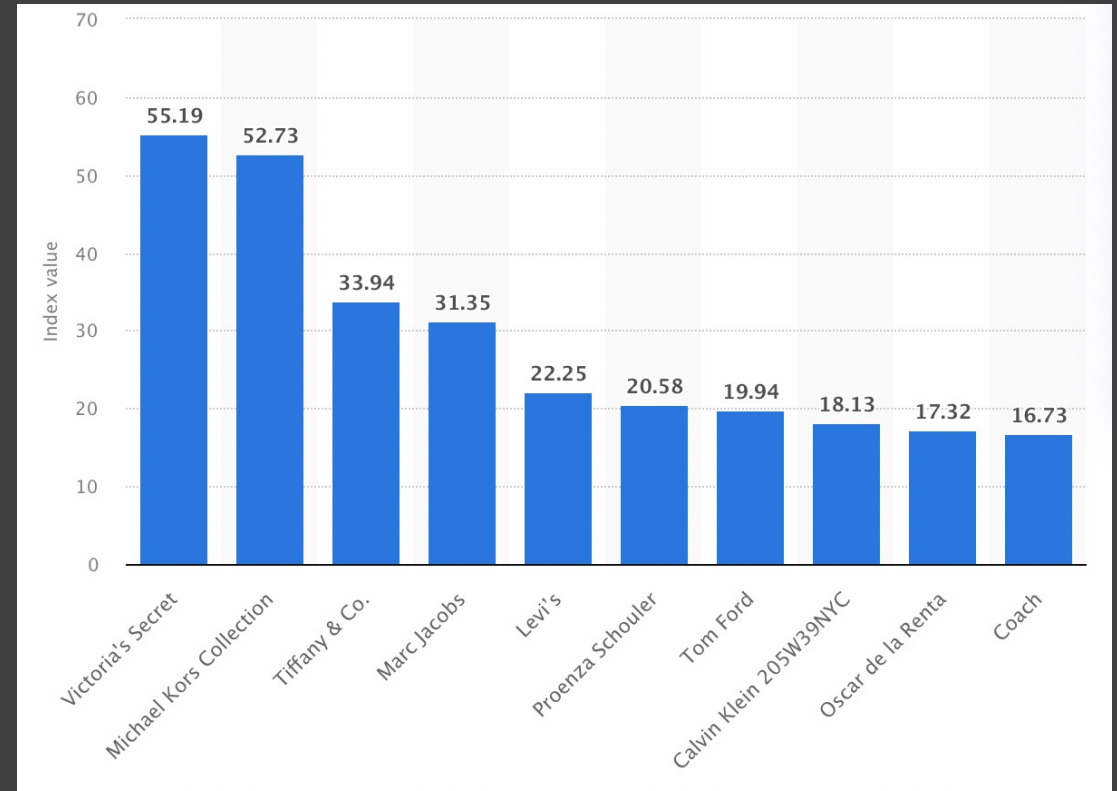
KEY STRENGTHS AND WEAKNESS'S

STRENGTHS

- Levi's is one the of most recognizable brands in the world. They have been around for 168 years
- Expertise in jeans industry with reliable suppliers, so the product's quality is consistence throughout

WEAKNESSES

- Increasing competition limits their scope for growth

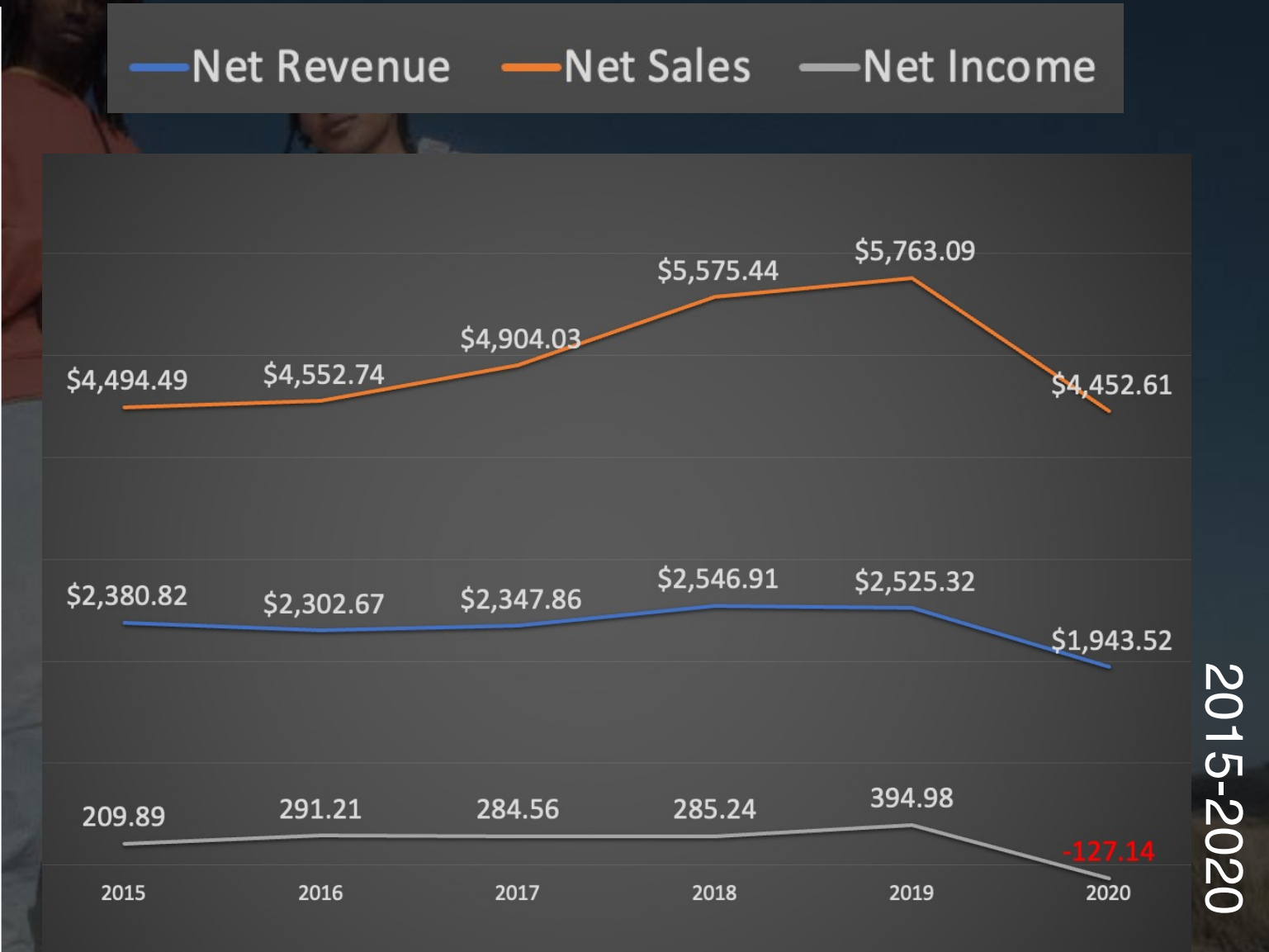


BRAND RANKING

- Ranked **NO. 5** on Leading fashion brands in the U.S. on 2021, based on the National Brands IPX.
- Ranked **NO. 19** on Most popular brands, products, and services among Consumers in the U.S. by June 2021. (NO.1 is Apple, NO.2 IS Amazon, NO.3 is Nike.)
- Ranked **NO. 2** in companies in the clothing industry in Denmark by July 2020 (by revenue.)

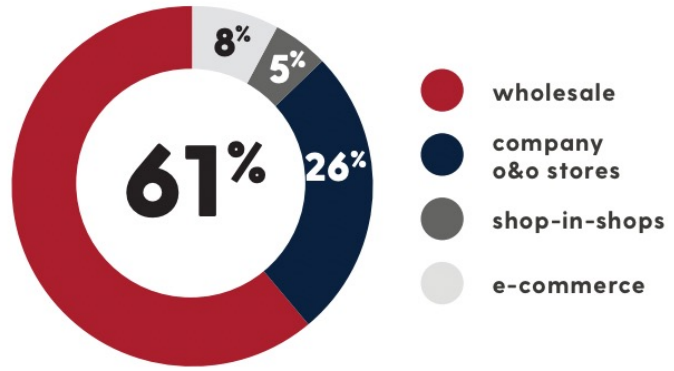
BRAND SCOPE AND SIZE

- FY 2020 Global Net Revenue: **\$4.5 billion**
- FY 2020 America Net Revenue: **\$1.16 billion**
- FY20 Shareholder Dividends: **\$64 million**
- Worldwide Direct-Operated Stores: **1042**
- U.S. Stores: **359**
- Global Employees: **14800**
- Brands: **Levi's, Dockers, Denizen, Signature**
- Retail Locations: **Approx 50,000**
- Loyalty Program: **4 million**



E-COMMERCE SALES CHANNEL

- E-Commerce Net Revenue: **\$360 Million.**



SHOP CUSTOMIZE DISCOVER SECONDHAND



What are you looking for?

BESTSELLERS WE RECOMMEND



311 Shaping Skinny Women's Jeans (Plus Size)
\$59.50



311 Shaping Skinny Women's Jeans
\$59.50



505™ Regular Fit Men's Jeans
\$59.50

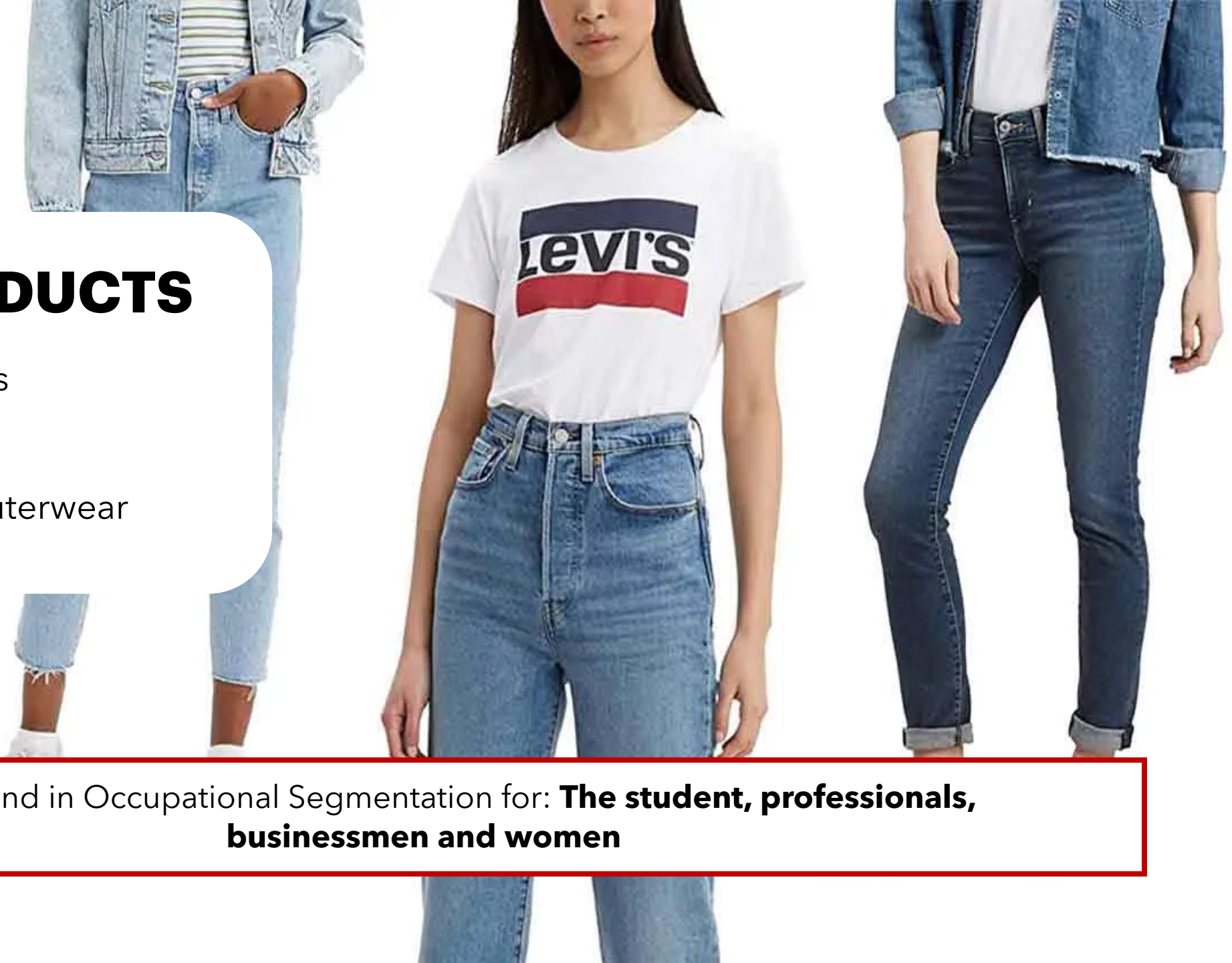


501® Original Fit Men's Jeans
\$59.50



311 Shaping Skinny Women's Jeans
\$59.50





CORE PRODUCTS

- Jeans 65% of sales
- Pants 65% of sales
- Denim Jackets/Outerwear

Levi's land in Occupational Segmentation for: **The student, professionals, businessmen and women**

TARGET MARKET

Demographic

- Levi's is the denim for everyone. The demographic is very broad because they offer something for every age, gender and almost all income levies.

Psychographic

- Values transparency in their everyday life.
- Desires to create and sustain a beautiful and prosperous future for themselves and the environment.
- All goals revolve around every aspect of their well-being.
- Enjoys physical activities and the arts.

Geographic

- America 2,345.4 M US \$
- Europe 1,435.6 M US \$
- Asia - Pacific 671.7 M US \$



SOCIAL MEDIA PRESENCE

26,003,342 likes



7.4 M Followers



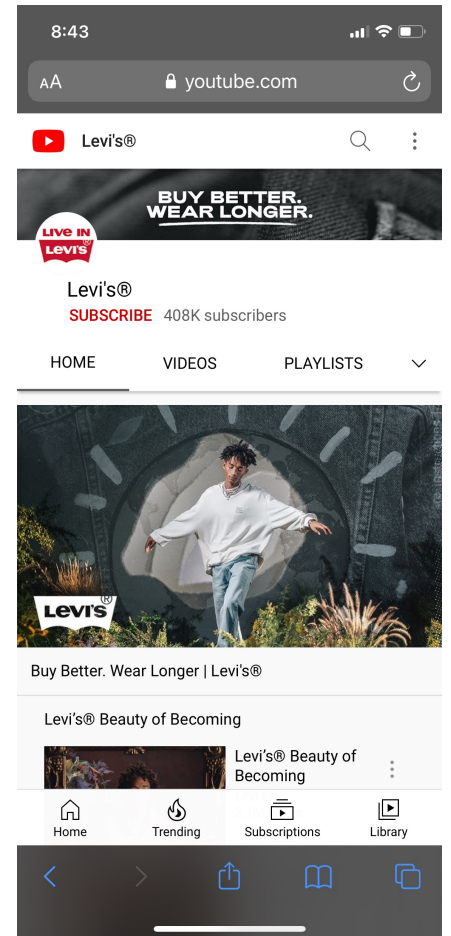
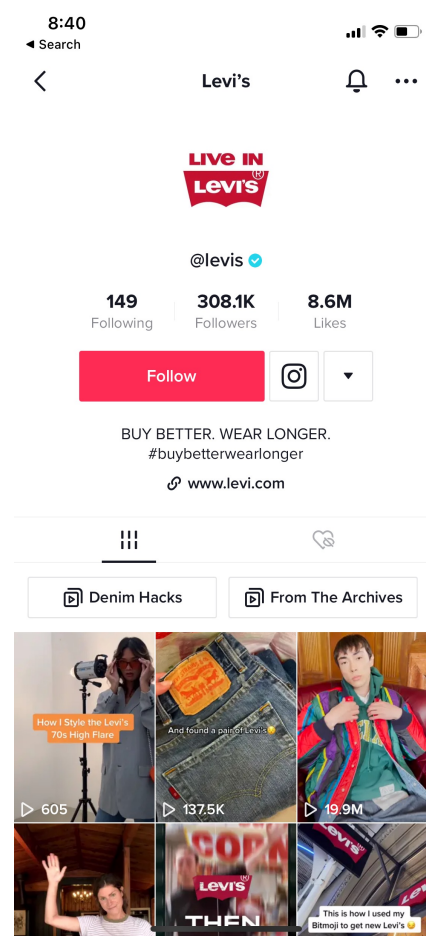
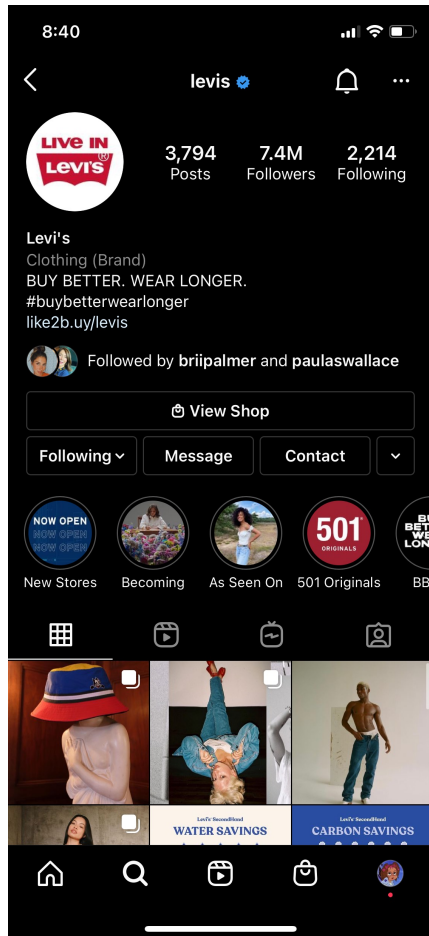
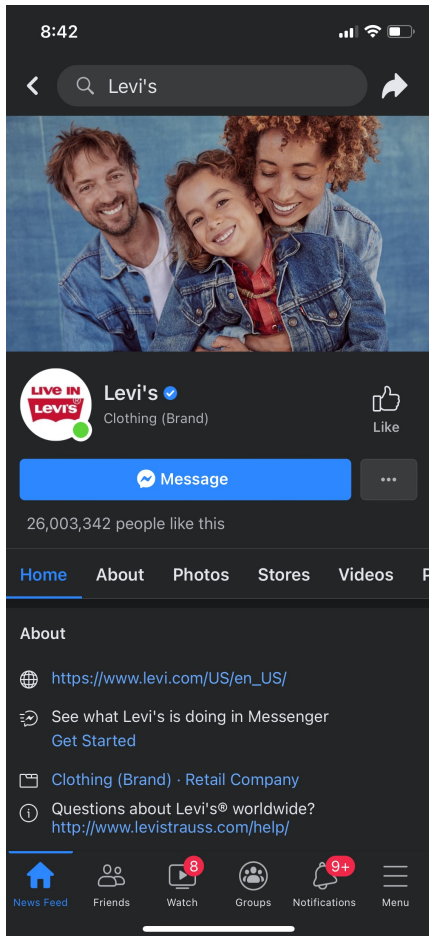
747.1 K Followers



8.6 M



408 K Subscribers





CONTENT

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The Levi's logo is displayed in white, bold, sans-serif font on a red, inverted-bayonet-shaped background. The logo is positioned on the right side of the page, set against a dark blue background. A small registered trademark symbol (®) is located at the bottom right of the red shape.

Levi's



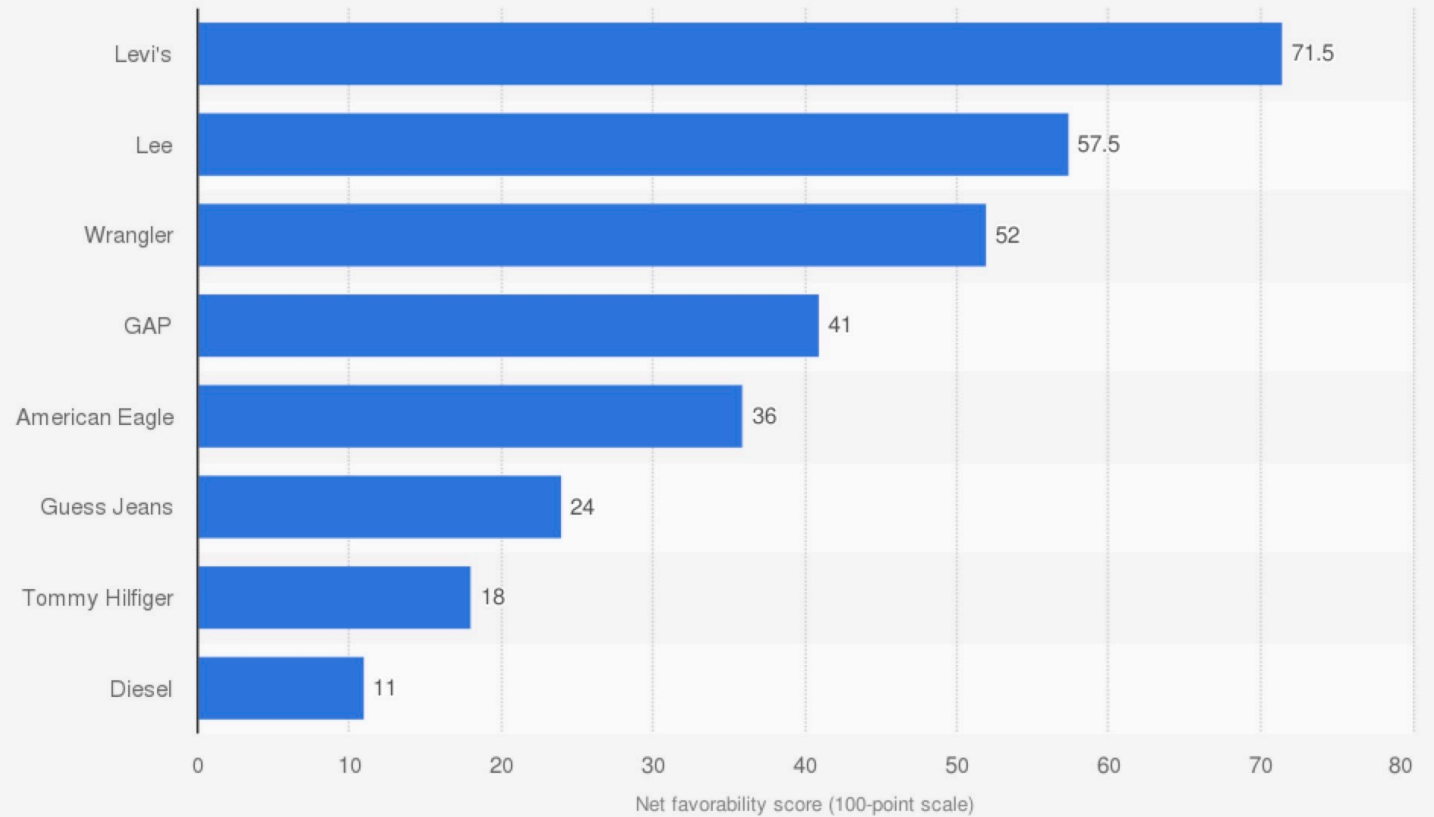
MEN'S JEAN MARKET

- The current value of the denim jeans market worldwide is **\$66.48 billion** U.S. dollars.
- The Men's global denim market is roughly **\$42 billion** U.S. dollars for 2021.
- The Men's U.S. denim market is approximately **\$9.68 billion** in 2021.
- The average price of men's jeans in the U.S. hit **\$210.86** in 2018.



MOST LOVED DENIM BRANDS

Consumers most loved denim brands in the United States in 2018 (net favorability score)



Sources

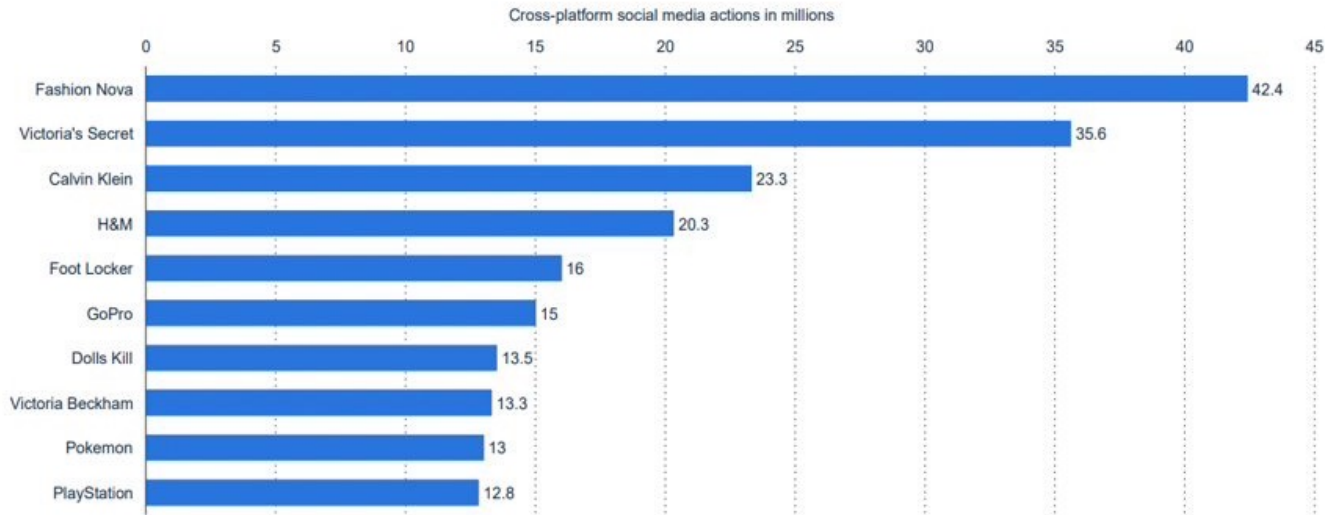
Statista estimates; Morning Consult
© Statista 2020

Additional Information:

United States; Statista estimates; Morning Consult; January 1 to April 7, 2018; 18 years and older

Most popular retail brands in the United States on social media in November 2019, by cross-platform social media actions (in millions)

Most popular U.S. retail brands on social media 2019



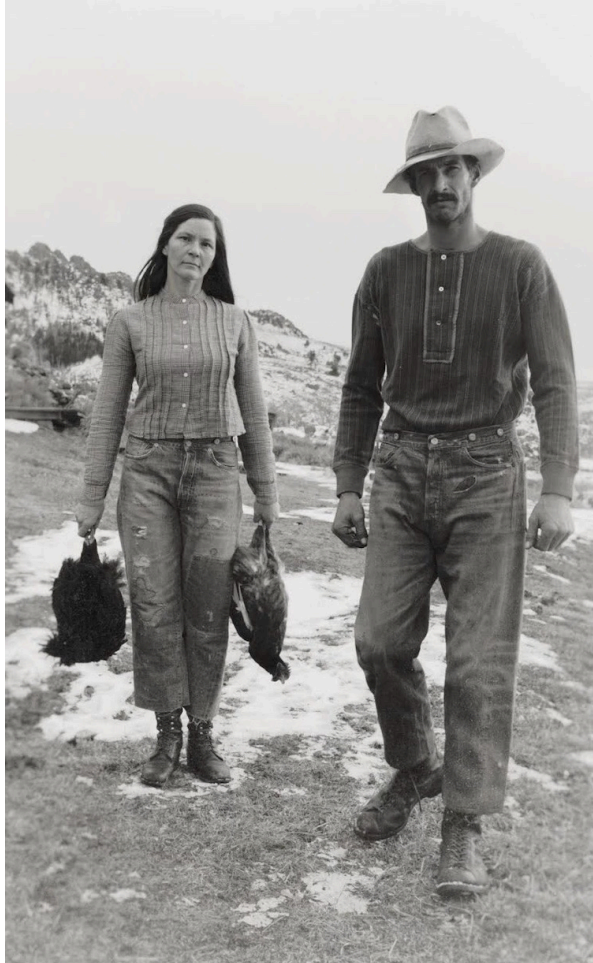
STRENGTHS & WEAKNESS'S

Strengths

- Over 470 self-operated stores globally managed by 16000+ employees
- Product is available in over 110 countries giving them brand awareness
- Distribution in retail chains, company stores, and online presence
- Expertise in Jeans Industry since they have been around for 168 years learning and gaining

Weaknesses

- Levi's is not a leading retail brand in the U.S. on social media.



OPPORTUNITIES & THREATS

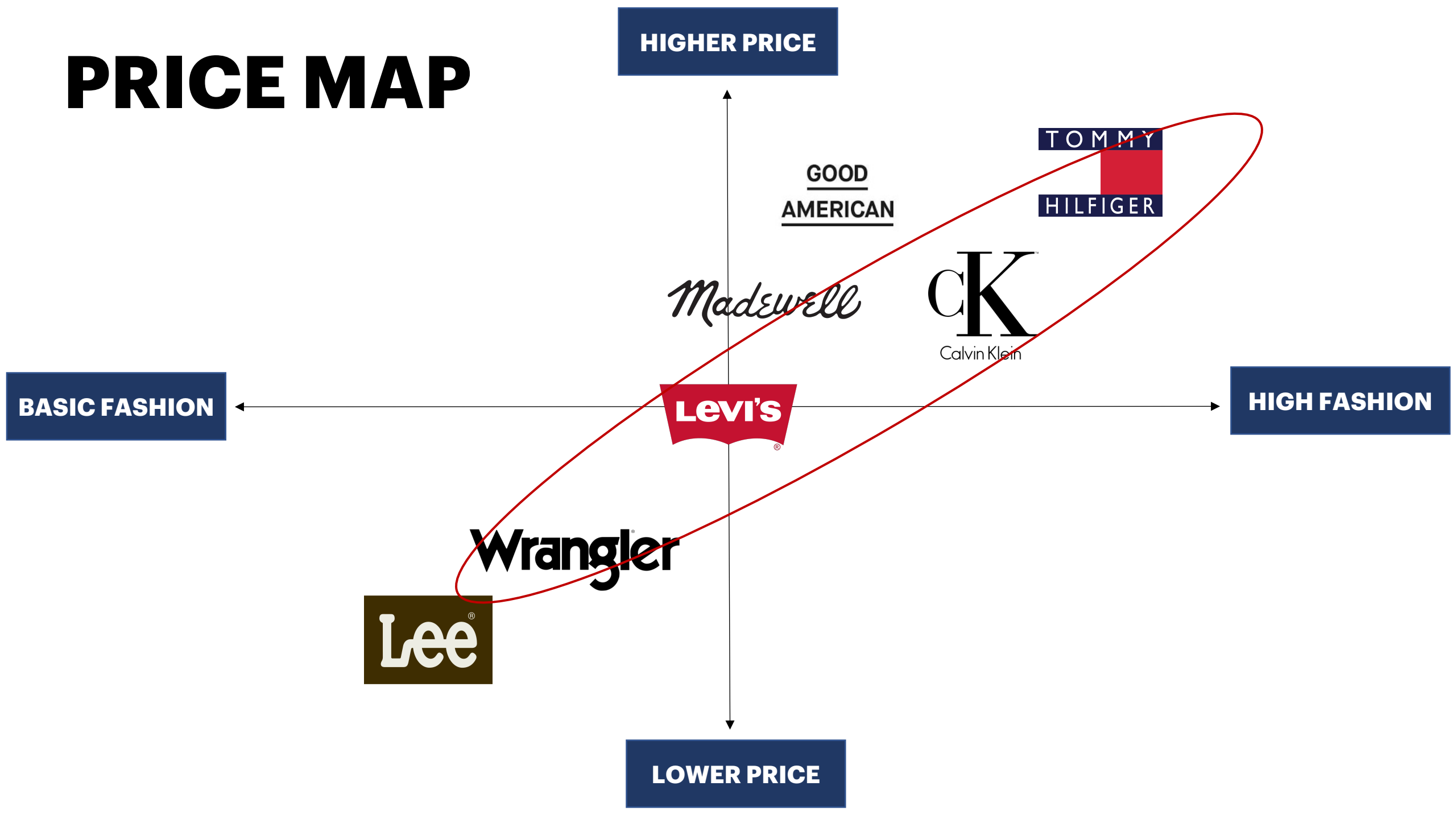
Opportunities

- Levi's marketing includes retro popular songs in its TV ad campaigns, reaching different generations
- Growing casual wear market since Covid
- Increasing acceptability of western wear across the world with the cowgirl and cowboy hat/overalls trend
- Growth in U.S apparel market which consists of Levi's 24% of its global sales
- Has 4 brand websites to create more engagement and recognition for the brand

Threats

- Fast-changing consumer tastes
- Increasing Competition and Product Substitution

PRICE MAP





Calvin Klein

KEY COMPETITORS

BEST SELLERS

LEVI'S



505 Regular Fit
\$59.50

WRANGLER



Rugged Wear Classic
Fit
\$34.00

CALVIN KLEIN



Slim Straight Fit
Sustainable Vintage
\$55.65

TOMMY HILFIGER



Denton Straight Fit
\$119

WRANGLER OVERVIEW

- Founded in 1904 by C.C. Hudson
- Formerly known as the Hudson Overall Company
- Headquarters are located in Greensboro, North Carolina
- Parent Company is Kontoor Brands as of 2019
- Holds 5% of the USA jean market share

Worldwide Revenue: 1,349.41 M

USA Revenue: 1,189.06 M

Target Customer: Wranglers target consumers live an active and rugged lifestyle and value durability.



S

- Good branding and advertising across all platforms.
- Accessible information regarding code of ethics.
- Everyday performance and lasting durability.
- Lifestyle brand

W

- Large competitor market thus raising the chances of frequent brand switching.

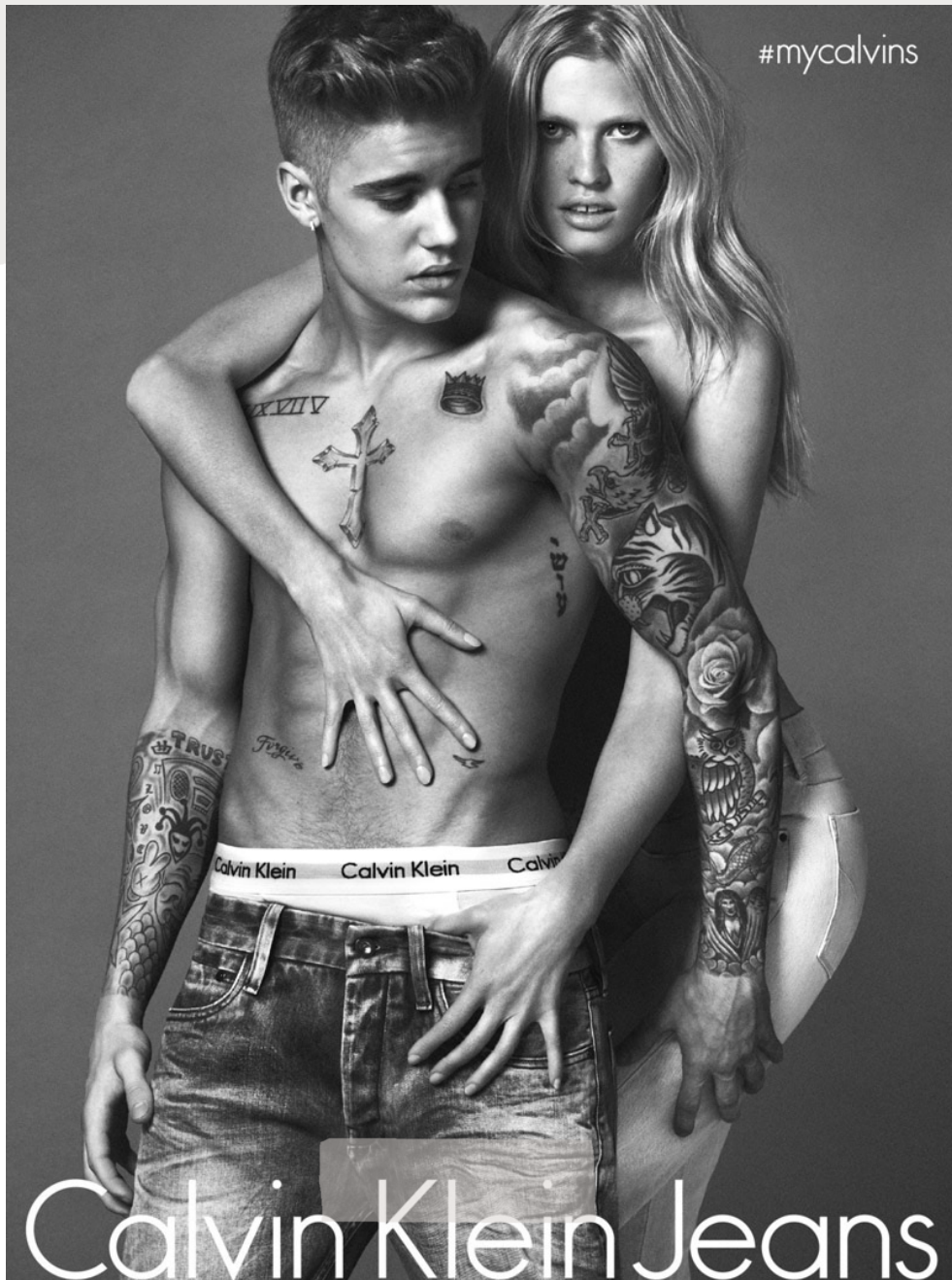
O

- More global penetration
- Expansion of target market with new and innovative products.

T

- Increased interest in their own flagship brands with mass merchandisers
ex. Walmart is beginning to decrease shelf space allocated to these premium denim brands





CALVIN KLEIN

Calvin Klein Inc. is an American fashion house specializing in underwear, lifestyle, perfumery, jeans, and ready-to-wear.

- Founded in 1968, New York.
- CEO: Cheryl Abel-Hodges
- Parent organization: PVH
- Founders: Calvin Klein, Barry K. Schwartz
- Makes up about 3% of the USA jeans market share after Levi's, Wrangler, Old Navy, and Target .
- Ranked 3rd place on the most popular retail brands in the U.S. on social media in November 2019.

WW Revenue: 2019 \$3.67B 2020 \$2.63B

USA Revenue: 2019 \$1.25B 2020 897.3M

S

- Brand presence in multiple domains of fashion such as ready-to-wear men and women, and perfumes and accessories.
- **Astute Marketing Tactics:** Always using sexually explicit advertising to draw attention to their products.

W

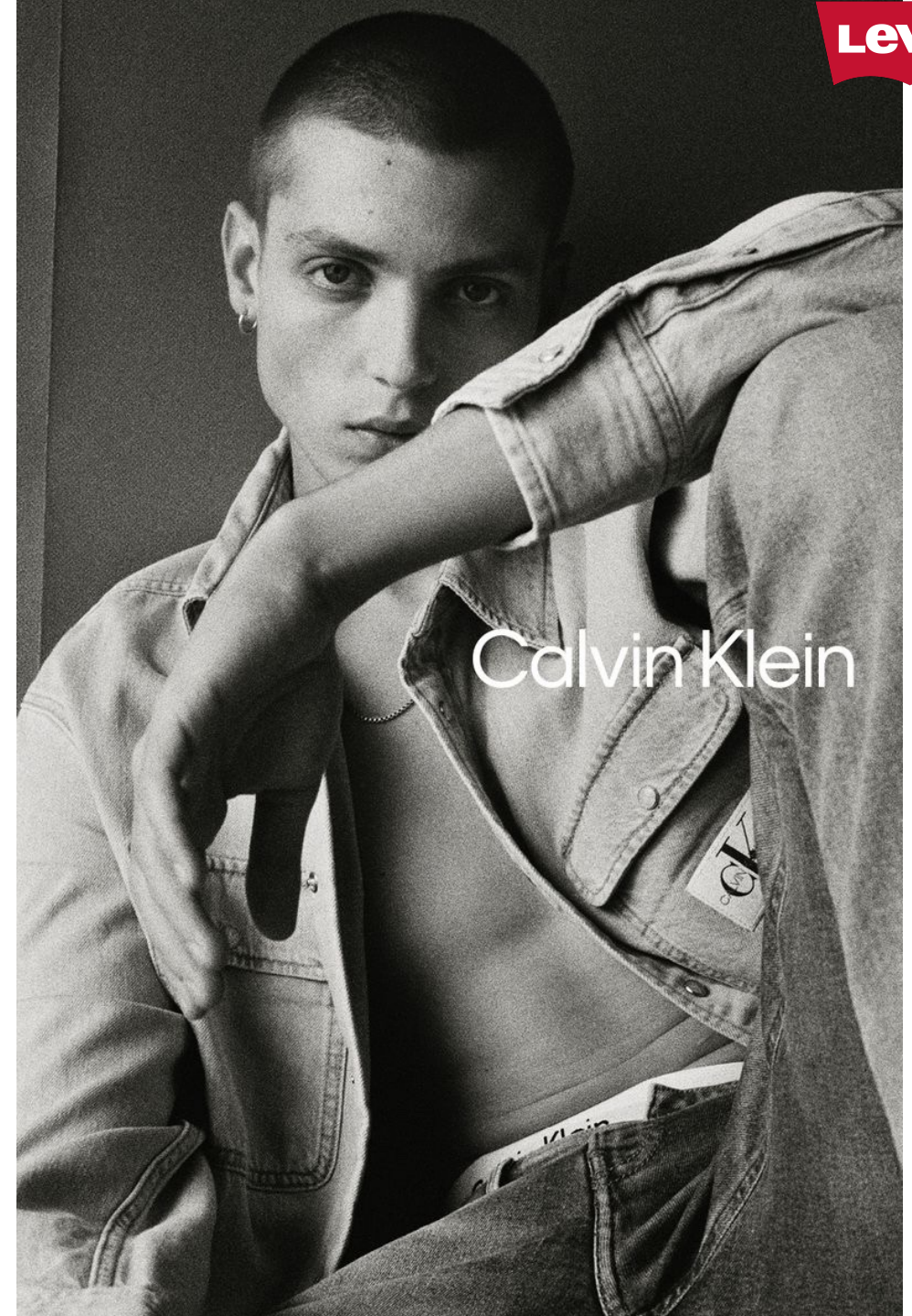
- **Image Management:** In an age of competition, the company is struggling to maintain its creative image in the market.
- **Ethics:** Known for their controversial advertisements, which are often criticized for their overt sexuality.

O

- **Childrens Market:** This can be a market that can offer a lot of scope for a popular designer brand like Calvin Klein.

T

- **Change of perception and needs from customers:** Consumer trends are moving fast and Calvin Klein is struggling getting the message across.



Calvin Klein

T O M M Y H I L F I G E R

- Founded in **1985**
- Parent: **Pvh Corp.**
- Corporate Family: **1300 companies**
- CEO: Martijn Hagman.
- FY 2020 Global Net Revenue: **\$3.64 billion U.S. dollars.**
- WW Stores: **2105 stores over 100 countries**
- North America Stores: **245**
- Ranked **NO.9** on the most popular everyday fashion brands in the U.S. on social media between January and November 2019.



S

- **Large Range of Products:** Sportswear, jeans, tailored garments for men, women, and kids.
- **Social Media Presence: No.9** on the most popular everyday fashion brands in the U.S. on social media between Jan. to Nov. in 2019.
- **Sustainability:** The mission of "**Make it Possible**" is dedicated to make fashion more circular and inclusive in the future.
- **Extensive Distribution Network:** Over 100 countries.

T O M M Y

H I L F I G E R

O

- **Digital Technology:** PVH-owned brand will only use 3D design to create, develop and sell samples from its Spring 2022 apparel collection onward.
- **Fashion Circularity:** "Make it Possible" program is aiming for **fully circular** products as part of sustainable retail loop by 2030

W

- **Pricing:** High markup price for products.
- **Online Retail:** Tommy Hilfiger E-commerce net sales ranked **NO.446** globally in 2020.

T

- **Competitors:** Levi's, Wrangler, Lee, Gas, Nike, Adidas, etc.
- **Slow Fashion brands:** As current generation is shopping more eco-friendly, fast fashion brands is getting criticized due to the high volume of textile waste that goes into landfill.





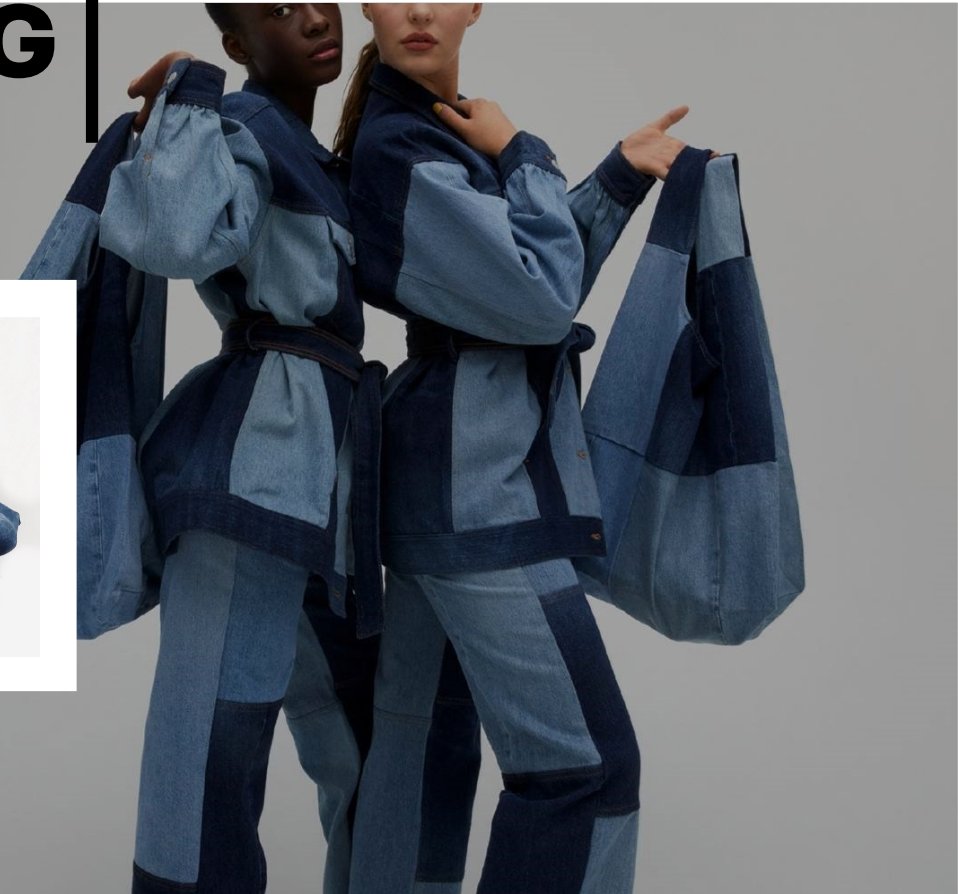
KEY TRENDS

FASHION | LIFESTYLE | TECHNOLOGY

Fashion Trend 01

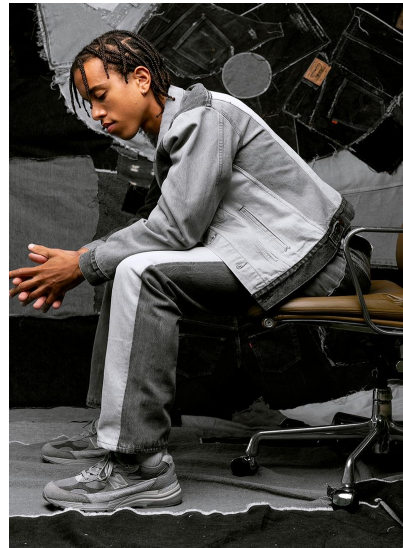
DENIM UPCYCLING

- By 2020, the global textile recycling market reached **5 billion** U.S. dollars.
- The global population was around **7.6 billion** in 2018.
- In 2018, more than **4.6 billion** pairs of jeans were sold worldwide.
- By 2020, the market value for denim fabrics values **21.8 billion** U.S. dollars and expects over **26 billion** dollars by 2026.
- **Denim jeans market** is expected to have **87.4 billion** dollars of retail sales value by 2027.
- During production, it takes **2,900 gallons** of water to make a pair of jeans.



Levi's

SUSTAINABLE UPCYCLING

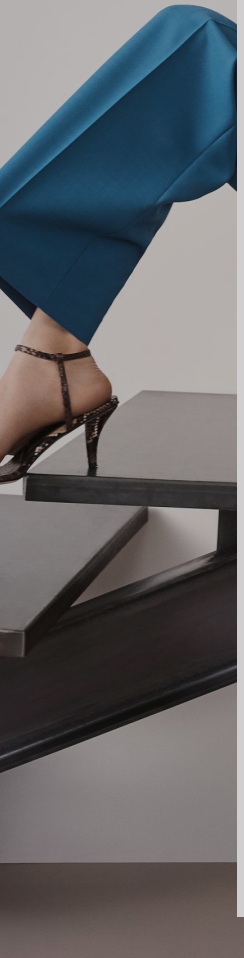


- Levi's as the world's largest denim brand launched its San Francisco-based **Eureka Innovation Lab** in 2013.
- Efficient automated production reduces the labor works and provides high accuracy.
- Levi's established a method of **hemp blended with organic cotton** to achieve sustainability.
- Levi's partnered up with **Blue Jeans Go Green** for recycling old garments.
- In Blue Jeans Go Green, more than **3,900,000 pieces** of denim wear got recycled and turned into more than **7,000,000 ft** of denim insulation.
- Levi's store or Outlet provides 20% off a single item if the customer brings in denim for recycling.

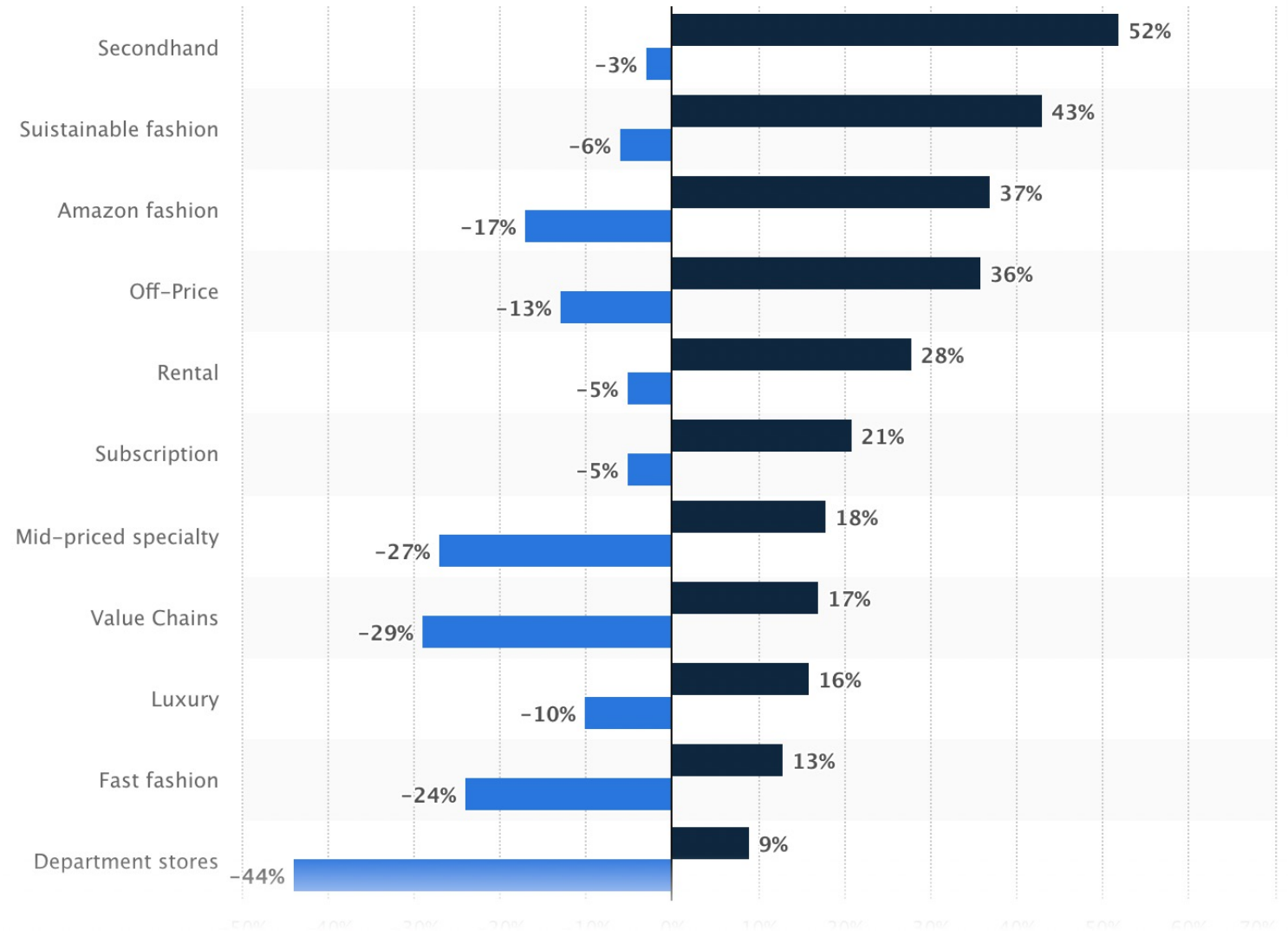


Fashion Trend 02

LUXURY RESALE AND RENTAL



- **64%** of Gen Z and Millennials are considering sustainability when making purchases.
- The global personal luxury fashion market reached a value of **\$217 billion** euros in 2020.
- The personal luxury resale market is worth **\$28 billion euros** in 2020.
- From 2020 to 2025, **52%** share of consumers plan to spend more money on secondhand clothing while **28%** for **rental**. And **43%** share of consumers will spend more money on sustainable fashion.





- **Levi's SecondHand** program allows customers to buy pre-owned garments directly from the brand in a range of **\$30 to \$100**. Customers will be awarded a **\$15 to \$25** gift card by reselling their old garments back to the maker.
- Levi's collaborates with **Depop**, a secondhand thrifting platform.
- "Buying a used pair of Levi's through SecondHand saves approximately **80%** of the CO2 emissions and **700 grams** of waste compared to buying a new pair of Levi's" says Levi's CMO Jennifer Sey.
- Ganni and Levi's Launch their first **Rental-Only** Collection. Customers can rent pieces start from **\$55** for a week.

Levi's **BUYBACK AND RENTAL PROGRAM**

"Worn by
Many but
Own by
None."

"Repurposing and repairing
cloths requirs minimal
additional energy input, no
water and no dyes to make
more jeans."




CURRENT LIFESTYLE TRENDS 01

VERSATILITY

In a post-pandemic world, consumers are actively prioritizing the purchase of versatile garments that can be worn in both formal and informal settings. This trend involves the comfort, fit, and style of the jeans.

- According to a Forbes article by Joseph DeAcetics, "when worn with a luxury sports jacket and crisp button-down shirt, jeans can often look better at the office than a tailored trouser."





When things are made better,
we can buy better.

When we buy better,
we can wear longer.

When we wear longer,
we can buy less.

When we buy less,
we can waste less.

And when we waste less,
we can change... for good.

CURRENT LIFESTYLE TRENDS 02

SUSTAINABILITY

Arguably the most important lifestyle trend amongst consumers currently. With awareness-raising on this issue every day, consumers are increasingly becoming more eco-conscious with their shopping.

- 1 in 3 consumers feels that changing their behavior in consumption will contribute to climate change.
- More than a third of Americans purchase sustainable clothing.
- 39% of consumers purchase sustainable clothing because they believe that it's better for the environment.

CURRENT TECHNOLOGY TRENDS 01

LASER TECHNOLOGY

Laser technology affects how denim is designed and manufactured. With all the benefits that laser technology offers the world of fashion, it's no surprise this light show has become a trend.

Benefits Behind the Trend:

- The digital design process takes two weeks or less to complete vs. the original eight weeks of prototyping.
- Less labor and time is used to create one pair of jeans, thus having a positive impact on the labor aspect of the industry.
- Fewer chemicals are used.
- Less inventory is needed, which results in less waste

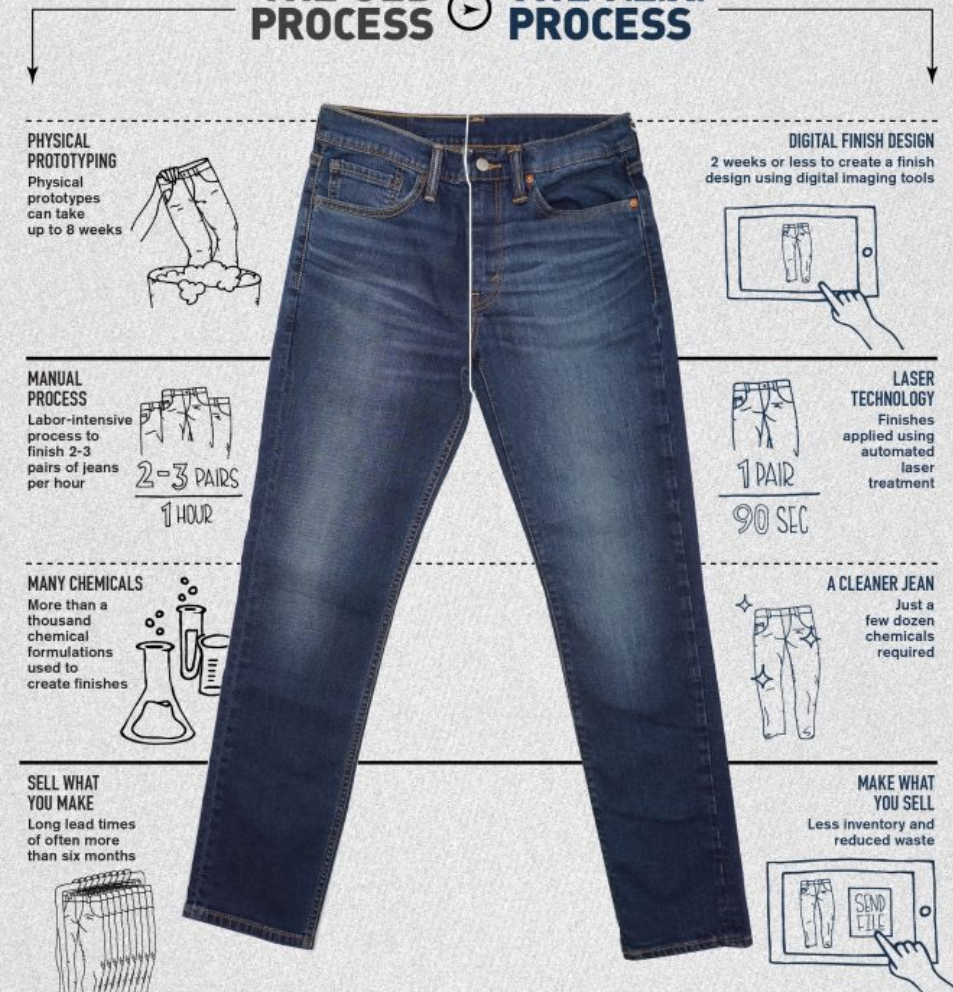
PROJECT F.L.X.



WE'VE BUILT AN END-TO-END DIGITAL PLATFORM THAT TRANSFORMS HOW JEANS ARE DESIGNED, MADE AND SOLD

Using advanced technology, we can build a more responsive and responsible supply chain

THE OLD PROCESS → THE F.L.X. PROCESS



CURRENT TECHNOLOGY TRENDS 02

ARTIFICIAL INTELLIGENCE

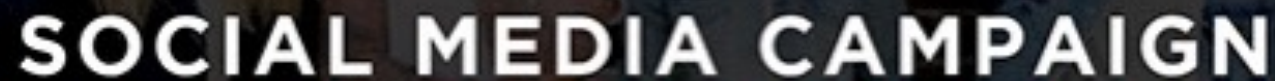
AI benefits the fashion industry by helping to understand consumer behavior better and optimizing product design, development and sourcing to reduce the probability of overstock.

- Artificial intelligence's market value in fashion worldwide is projected to increase from 636.6 million in 2021 to 4,391.7 million by 2027.

Levi's Trucker Jacket



Created by the design coordinator Ronald Pritipaul with an algorithm. AI is able to replicate thousands of different design options in a couple of clicks.

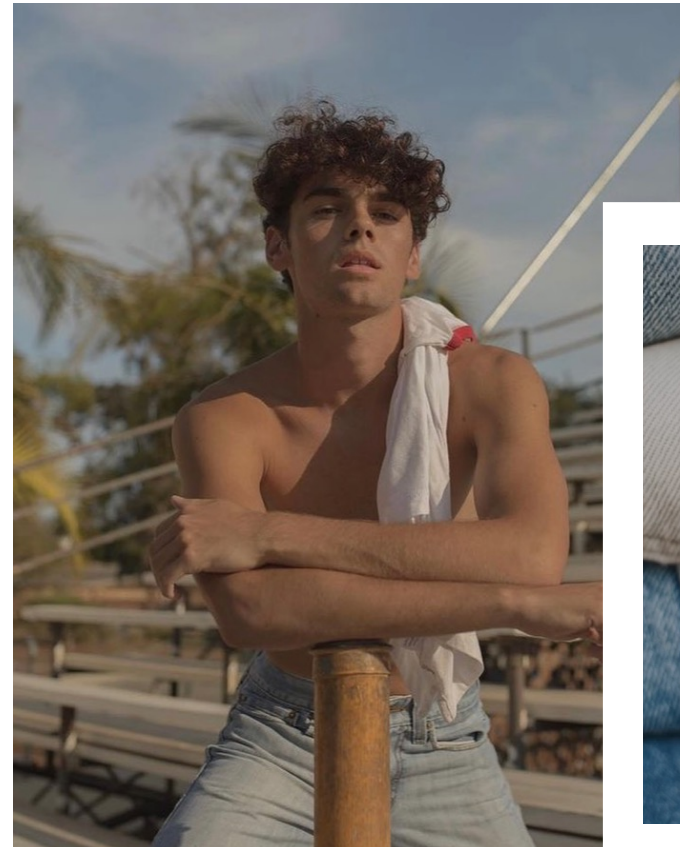
The Levi's logo is a red batwing shape with the word "Levi's" in white, bold, sans-serif font.The text "SOCIAL MEDIA CAMPAIGN" is written in a bold, white, sans-serif font, centered horizontally across the middle of the image.The text "LEVI'S ACROSS AMERICA" is written in a red, outlined, sans-serif font, positioned below the white text and spanning across the width of the image.The text "SOCIAL MEDIA" is written in a large, bold, white, sans-serif font, positioned on the right side of the image against a dark grey background.



ONLINE STRATEGIES

- As a whole, **"Buy Better, Wear Longer"** is meant to evoke a **sustainable future** where companies and consumers around the world come together to **rethink** fashion.

- Levi's is promoting this campaign across their social media platforms except for Facebook, which their last activity was in October 2020. However, they are very active on Instagram, with at least one post a day and multiple Instagram stories per day.
- Levi's also promotes their custom tailor shop where the consumer can fill out their own personalized design, as well as Levi's iconic campaign first launched in 2014, #LivesInLevis where people celebrate their Levi's lifestyle and share it on Instagram. The hashtag currently has 498,650 posts.





Melati Wijsen
IG: 58.8k



Marcus Rashford
MBE
IG: 12.2m



Vi Luong
TikTok: 1m



Emma Chamberlain
IG: 14.6m

AMBASSADORS

- Featuring an inspiring group of **changemakers**: Jaden Smith, Xiye Bastida, Melati Wijsen, Xiuhtezcatl, Emma Chamberlain, and Marcus Rashford MBE.
- Levi's focused on **collaborating and advertising** with influencers on **TikTok** such as Vi Luong and Gabby Morr where the direct impact is on youth culture and day-to-day trends.

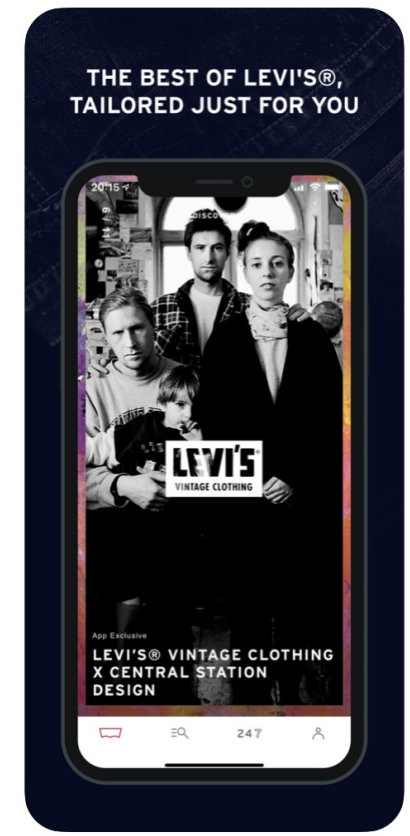
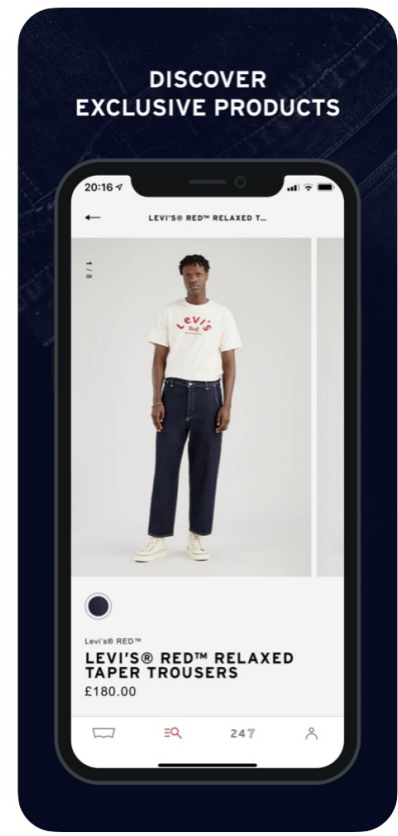


Gabby Morr
IG: 49.2k




SHOPPING APP

The best of Levi's®, tailored just for you. From early access to product launches to exclusive content and offers, we're making it easier than ever to shop and be part of our world. The app is available to download on iPad and iPhone.



Levi's

DIGITAL MARKETING

- 
- Levi's continues to increase their global digital footprint and expects to comprise more than **a third** of their annual net revenue over the next decade.
 - Continue to build key **omnichannel capabilities** on a global basis and upgrade their digital platforms.
 - Adapting new digital tools to make **data** and **AI-informed decisions** which will help the brand respond to current fashion trend more efficiently.
 - **DTC First Strategy:** Brand-dedicated e-commerce sites sell products directly to consumers.
 - Upgrade the **enterprise resource planning system** to create a more seamless and simplified work environment.
 - Ecommerce sites **www.levi.com** and **www.dockers.com** contributed **8%, 5%,** and **4%** of overall net revenue in fiscal years 2020, 2019, and 2018.
 - Levi's believes a better e-commerce site will help provide a great **user experience** and increase **customer loyalty**.
 - Levi's **Pinterest account** also provides shoppable links that redirect their customers to the e-commerce sites.

Challenges of **DIGITAL MARKETING**

- It is hard to maintain and increase sales through a third-party channel.
- Currency fluctuations
- Constantly changing restriction in areas like data privacy.
- Change of tariffs and taxes
- Instability of politics, society, and economy.



SOCIAL IMPACT 01

@jaadie 1.1M



Emma Chamberlain 14.4M



@joefloww_ 252.6K



The current influencers and celebrities posing with Levi's denim appeal to their younger target market. One thing to note is that this younger target market aligns heavily with Levi's core values.

- By posing with Levi's, celebrities such as Emma Chamberlain and influencers such as Jaadie and Joe Floww create a feeling of coolness and want amongst their followers.

SOCIAL IMPACT 02

@marvinchevignac



@axxres



@olekisslinger



Levi's denim is incorporated into their consumer's everyday life whether it be the average consumer or fashion-forward consumer. The fashion-forward consumers make sure to tag all their favorite brands in each post, such as Levi's.

- In their own way, each consumer offers a form of advocacy for the brand regardless of how little the following. If they have a social, they have a friend or an admirer wondering where they got their denim from.

PART 3: 6 MONTH BUYING PLAN

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Statement of Opportunity / Risk	79

The Levi's logo is displayed in white, bold, sans-serif font on a red, batwing-shaped background. The logo is positioned on the right side of the page, set against a dark blue background. A small registered trademark symbol (®) is located at the bottom right of the red shape.

Levi's

LEVI STRAUSS & CO.

BRAND IDENTITY

**"BUY
BETTER,
WEAR
LONGER"**



2021

Inovative,
sustainable, and
inclusive.



MISSION STATEMENT

“To sustain responsible commercial success as a global marketing company of branded apparel.”



CORE VALUES

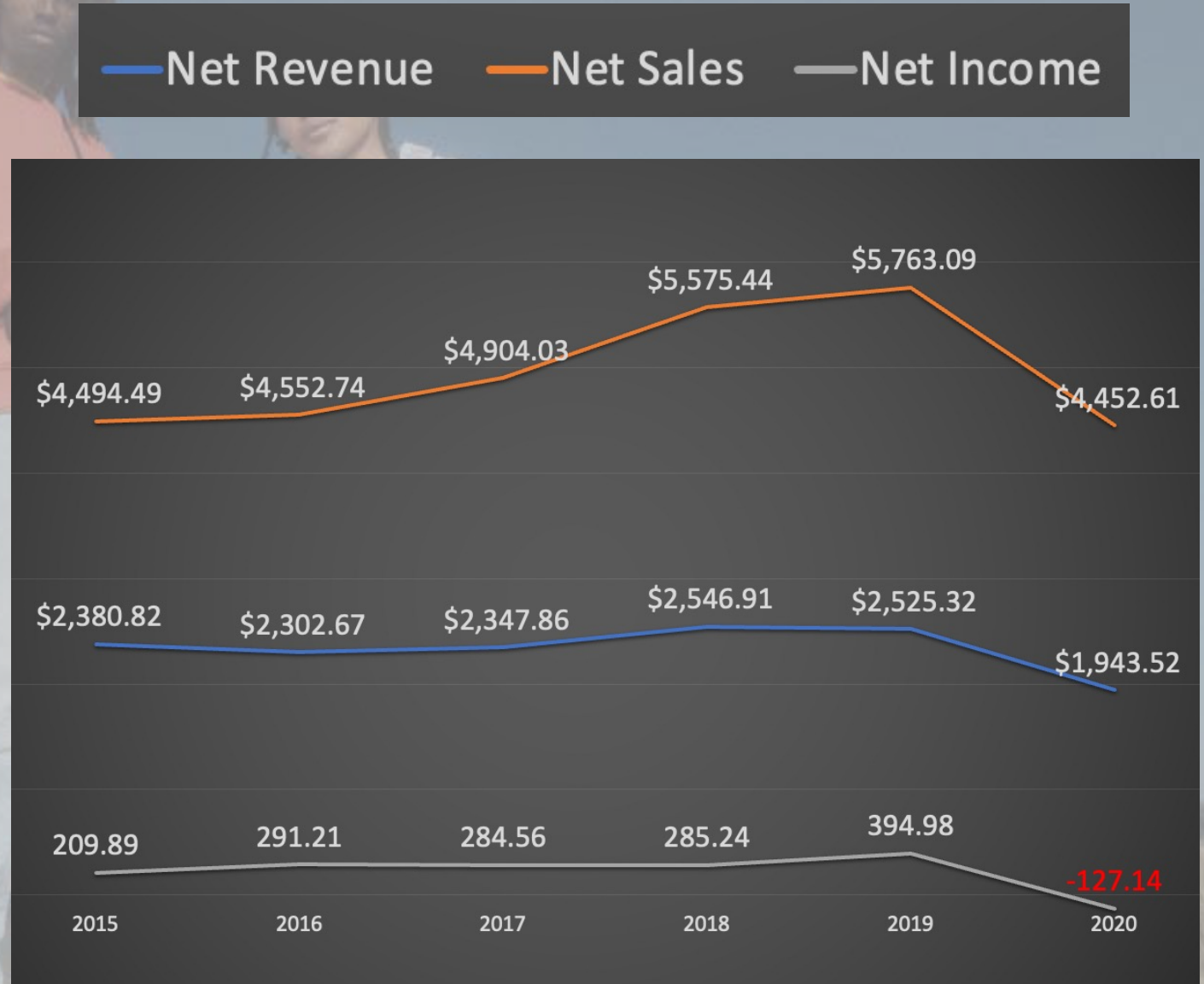


- **Empathy** - Caring enough to fight for those struggling to find their peace in the world such as the LBTGQ+ community and people of color.
- **Originality** - Committed to saving the education of the arts because the best inspiration and things in life come from creative minds.
- **Integrity** - Staying transparent with consumers on what really goes on behind closed doors with who makes their denim and how they make their denim.
- **Courage** - Always standing up for what's right whether it be the fight against racial discrimination or the fight to save our planet through sustainability.



BRAND SCOPE AND SIZE

- FY 2020 Global Net Revenue: **\$4.5 billion**
- FY 2020 America Net Revenue: **\$1.16 billion**
- FY20 Shareholder Dividends: **\$64 million**
- Worldwide Direct-Operated Stores: **1042**
- U.S. Stores: **359**
- Global Employees: **14800**
- Brands: **Levi's, Dockers, Denizen, Signature**
- Retail Locations: **Approx 50,000**
- Loyalty Program: **4 million**



2015-2020



COMPETITIVE STRENGTHS

STRENGTHS

- Levi's is one of the most recognizable brands in the world. They have been around for 168 years
- Expertise in jeans industry with reliable suppliers, so the product's quality is consistent throughout

TARGET CUSTOMER

Demographic

- Levi's is the denim for everyone. The demographic is very broad because they offer something for every age, gender and almost all income levies.

Psychographic

- Values transparency in their everyday life.
- Desires to create and sustain a beautiful and prosperous future for themselves and the environment.
- All goals revolve around every aspect of their well-being.
- Enjoys physical activities and the arts.

Geographic

- America 2,345.4 M US \$
- Europe 1,435.6 M US \$
- Asia - Pacific 671.7 M US \$





Calvin Klein

KEY COMPETITORS

WRANGLER OVERVIEW

- Founded in 1904 by C.C. Hudson
- Formerly known as the Hudson Overall Company
- Headquarters are located in Greensboro, North Carolina
- Parent Company is Kontoor Brands as of 2019
- Holds 5% of the USA jean market share

Worldwide Revenue: 1,349.41 M

USA Revenue: 1,189.06 M

Target Customer: Wranglers target consumers live an active and rugged lifestyle and value durability.



S

- Good branding and advertising across all platforms.
- Accessible information regarding code of ethics.
- Everyday performance and lasting durability.
- Lifestyle brand

W

- Large competitor market thus raising the chances of frequent brand switching.

O

- More global penetration
- Expansion of target market with new and innovative products.

T

- Increased interest in their own flagship brands with mass merchandisers
ex. Walmart is beginning to decrease shelf space allocated to these premium denim brands



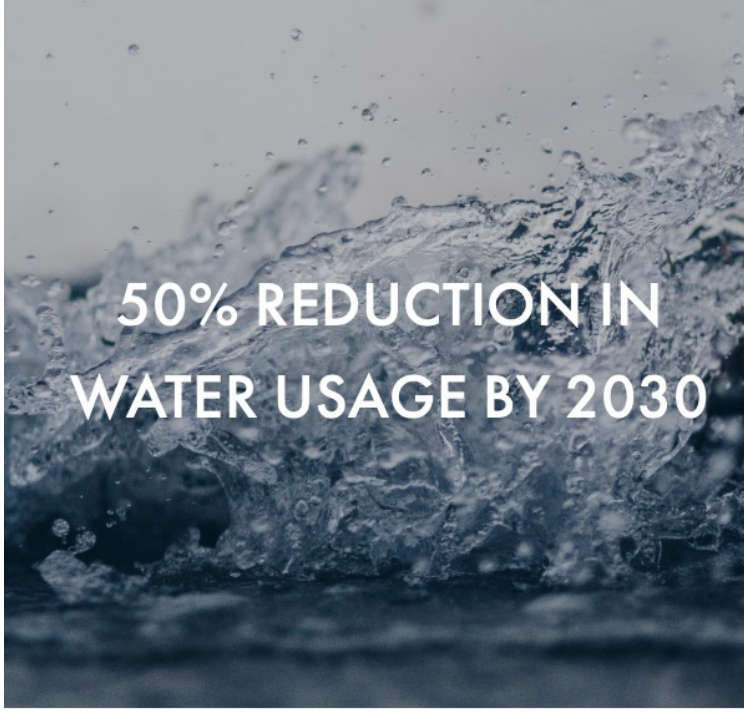


WRANGLER SUSTAINABILITY

Processes called Indagood that saves **90%** of water from the dyeing, fabric finishing or wastewater treatment of the dyeing operation

Use of **sustainable cotton**, which requires less water to yield the same cotton, and our expanded use of **hemp and recycled fibers** further lessen our reliance on water

Saved **7 billion liters** of water from our fiber, fabric and finishing processes, working towards our goal of reducing water consumption by **50%** by 2030



A close-up photograph of several Levi Strauss & Co. denim labels. The labels are made of light brown, textured paper and are printed with red ink. The text on the labels includes "LEVI STRAUSS & CO.", "SAN FRANCISCO CAL.", "ORIGINAL RIVER", and "QUALITY". The labels are attached to blue denim fabric with visible yellow stitching. The background is slightly blurred, showing more of the denim and labels.

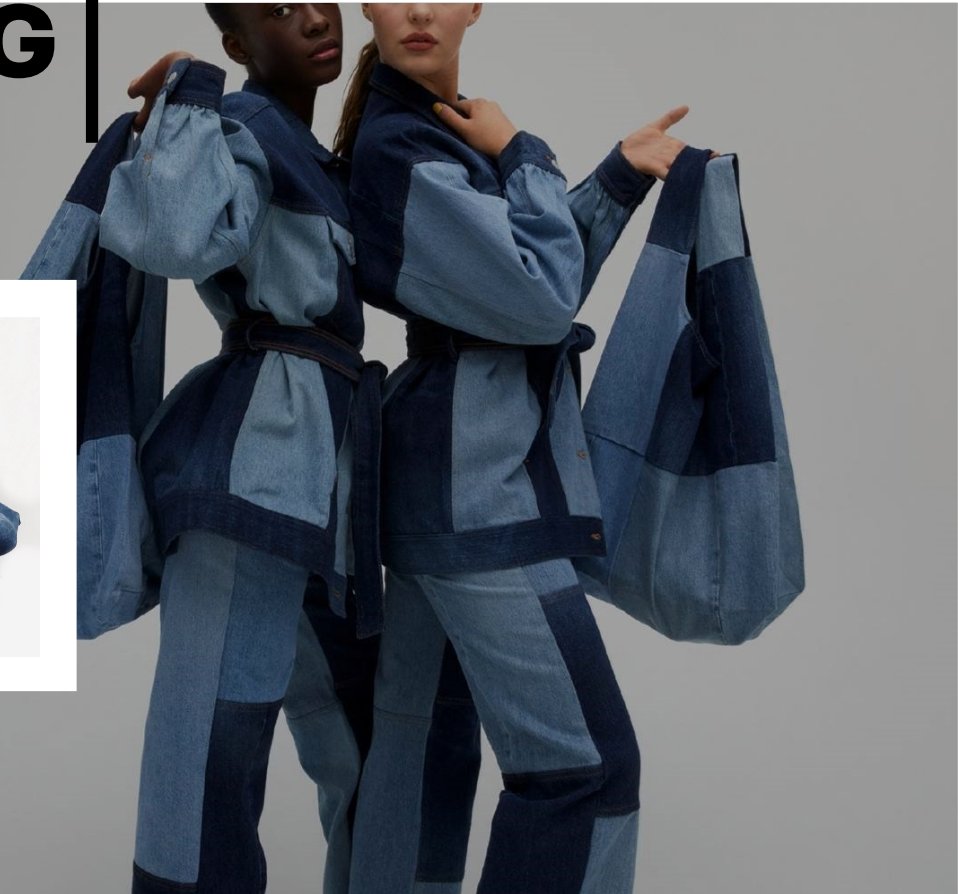
KEY TRENDS

FASHION | LIFESTYLE | TECHNOLOGY

Fashion Trend 01

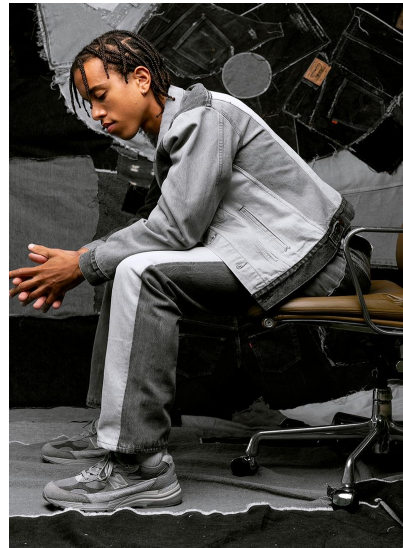
DENIM UPCYCLING

- By 2020, the global textile recycling market reached **5 billion** U.S. dollars.
- The global population was around **7.6 billion** in 2018.
- In 2018, more than **4.6 billion** pairs of jeans were sold worldwide.
- By 2020, the market value for denim fabrics values **21.8 billion** U.S. dollars and expects over **26 billion** dollars by 2026.
- **Denim jeans market** is expected to have **87.4 billion** dollars of retail sales value by 2027.
- During production, it takes **2,900 gallons** of water to make a pair of jeans.



Levi's

SUSTAINABLE UPCYCLING

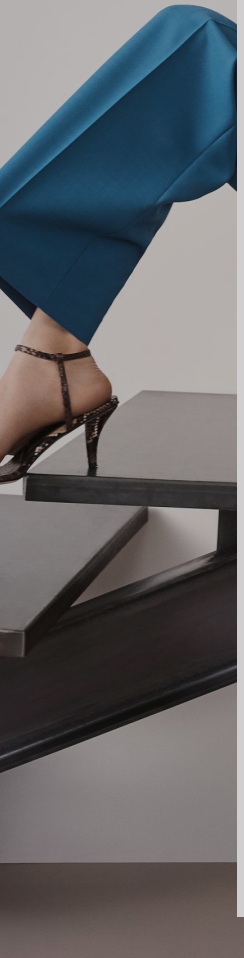


- Levi's as the world's largest denim brand launched its San Francisco-based **Eureka Innovation Lab** in 2013.
- Efficient automated production reduces the labor works and provides high accuracy.
- Levi's established a method of **hemp blended with organic cotton** to achieve sustainability.
- Levi's partnered up with **Blue Jeans Go Green** for recycling old garments.
- In Blue Jeans Go Green, more than **3,900,000 pieces** of denim wear got recycled and turned into more than **7,000,000 ft** of denim insulation.
- Levi's store or Outlet provides 20% off a single item if the customer brings in denim for recycling.

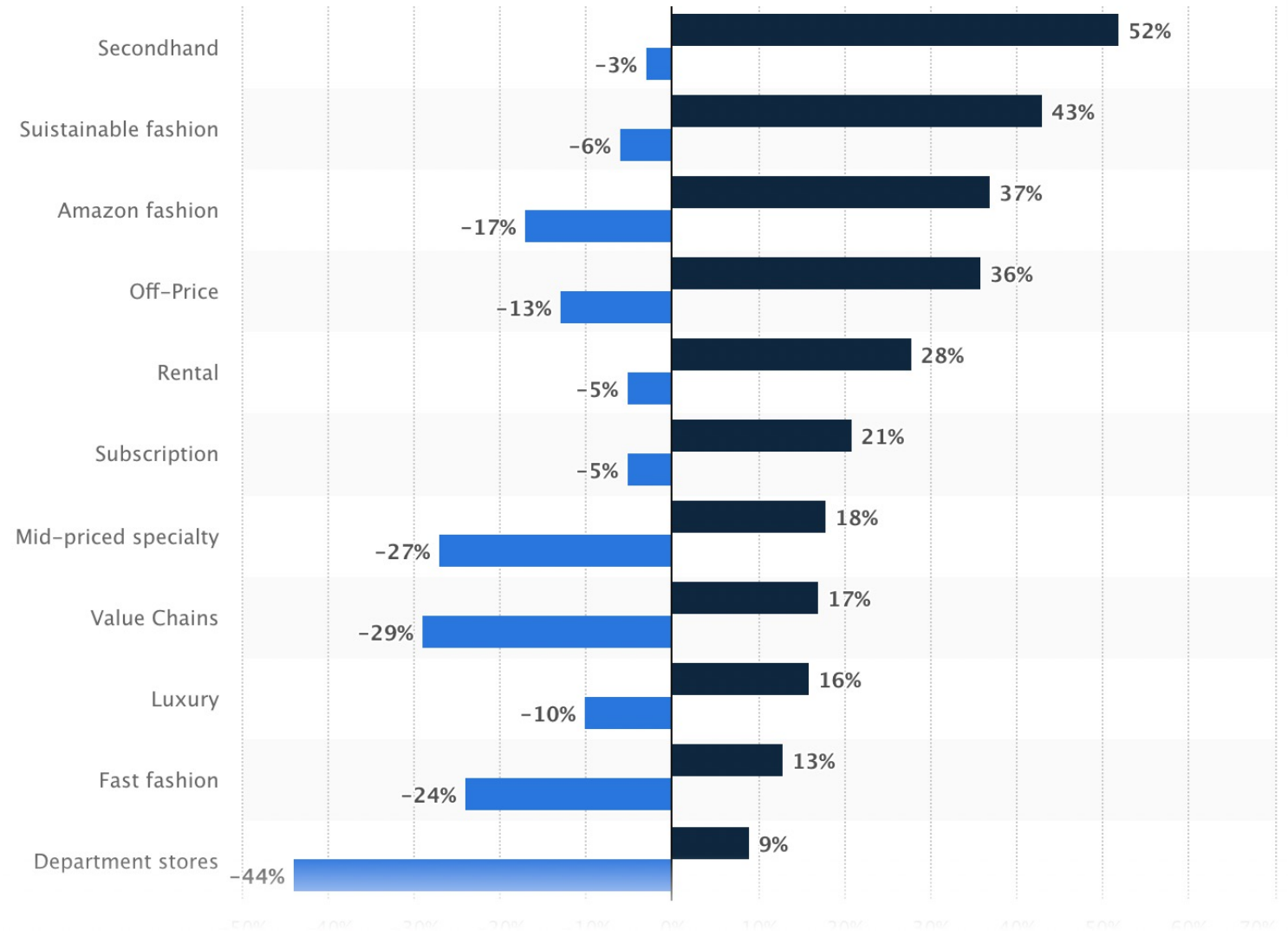


Fashion Trend 02

LUXURY RESALE AND RENTAL



- **64%** of Gen Z and Millennials are considering sustainability when making purchases.
- The global personal luxury fashion market reached a value of **\$217 billion** euros in 2020.
- The personal luxury resale market is worth **\$28 billion euros** in 2020.
- From 2020 to 2025, **52%** share of consumers plan to spend more money on secondhand clothing while **28%** for **rental**. And **43%** share of consumers will spend more money on sustainable fashion.





- **Levi's SecondHand** program allows customers to buy pre-owned garments directly from the brand in a range of **\$30 to \$100**. Customers will be awarded a **\$15 to \$25** gift card by reselling their old garments back to the maker.
- Levi's collaborates with **Depop**, a secondhand thrifting platform.
- "Buying a used pair of Levi's through SecondHand saves approximately **80%** of the CO2 emissions and **700 grams** of waste compared to buying a new pair of Levi's" says Levi's CMO Jennifer Sey.
- Ganni and Levi's Launch their first **Rental-Only** Collection. Customers can rent pieces start from **\$55** for a week.

Levi's **BUYBACK AND RENTAL PROGRAM**

"Worn by
Many but
Own by
None."

"Repurposing and repairing
cloths requirs minimal
additional energy input, no
water and no dyes to make
more jeans."




CURRENT LIFESTYLE TRENDS 01

VERSATILITY

In a post-pandemic world, consumers are actively prioritizing the purchase of versatile garments that can be worn in both formal and informal settings. This trend involves the comfort, fit, and style of the jeans.

- According to a Forbes article by Joseph DeAcetics, "when worn with a luxury sports jacket and crisp button-down shirt, jeans can often look better at the office than a tailored trouser."





When things are made better,
we can buy better.

When we buy better,
we can wear longer.

When we wear longer,
we can buy less.

When we buy less,
we can waste less.

And when we waste less,
we can change... for good.

CURRENT LIFESTYLE TRENDS 02

SUSTAINABILITY

Arguably the most important lifestyle trend amongst consumers currently. With awareness-raising on this issue every day, consumers are increasingly becoming more eco-conscious with their shopping.

- 1 in 3 consumers feels that changing their behavior in consumption will contribute to climate change.
- More than a third of Americans purchase sustainable clothing.
- 39% of consumers purchase sustainable clothing because they believe that it's better for the environment.

CURRENT TECHNOLOGY TRENDS 01

LASER TECHNOLOGY

Laser technology affects how denim is designed and manufactured. With all the benefits that laser technology offers the world of fashion, it's no surprise this light show has become a trend.

Benefits Behind the Trend:

- The digital design process takes two weeks or less to complete vs. the original eight weeks of prototyping.
- Less labor and time is used to create one pair of jeans, thus having a positive impact on the labor aspect of the industry.
- Fewer chemicals are used.
- Less inventory is needed, which results in less waste

PROJECT F.L.X.



WE'VE BUILT AN END-TO-END DIGITAL PLATFORM THAT TRANSFORMS HOW JEANS ARE DESIGNED, MADE AND SOLD

Using advanced technology, we can build a more responsive and responsible supply chain

THE OLD PROCESS → THE F.L.X. PROCESS

PHYSICAL PROTOTYPING
Physical prototypes can take up to 8 weeks

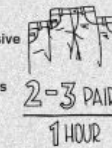


DIGITAL FINISH DESIGN
2 weeks or less to create a finish design using digital imaging tools



MANUAL PROCESS

Labor-intensive process to finish 2-3 pairs of jeans per hour



2-3 PAIRS
1 HOUR

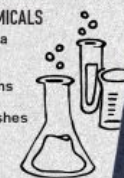
LASER TECHNOLOGY
Finishes applied using automated laser treatment



1 PAIR
90 SEC

MANY CHEMICALS

More than a thousand chemical formulations used to create finishes



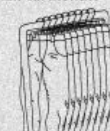
A CLEANER JEAN

Just a few dozen chemicals required



SELL WHAT YOU MAKE

Long lead times of often more than six months



MAKE WHAT YOU SELL

Less inventory and reduced waste



CURRENT TECHNOLOGY TRENDS 02

ARTIFICIAL INTELLIGENCE

AI benefits the fashion industry by helping to understand consumer behavior better and optimizing product design, development and sourcing to reduce the probability of overstock.

- Artificial intelligence's market value in fashion worldwide is projected to increase from 636.6 million in 2021 to 4,391.7 million by 2027.

LEVI'S TRUCKER JACKET

- Created by the design coordinator Ronald Pritipaul with an algorithm. AI is able to replicated thousands of different design options in a couple of clicks.





BUYING PLANS



COPORATE BUYING PLAN



F/W 2022 (000's)		% Increase
Planned Net Sales, F/W 2022	\$ 309,092.6	15%
Est. Net Sales LY F/W 2021	\$ 268,776.1	29%
Actual LLY F/W 2020	\$ 208,353.6	-22%
Actual F/W 2019	\$ 268,544.6	
Average Stock, Retail:	\$ 89,143.3	
Inventory Turnover:	3.47	
Planned Reductions, \$:	\$ 77,273.1	
Reduction % Sales:	25.0%	
Plan IMU %	55%	

F/W 2020 (000's)	\$	%
WW Sales 2020	\$ 4,500,000.0	100%
USA Sales 2020	\$ 2,385,000.0	53%
Retail Sales	\$ 620,100.0	26%
Mens Jeans	\$ 347,256.0	56%
F/W	\$ 208,353.6	60%

F/W 2019 (000's)	\$	%
WW Sales 2019	\$ 5,800,000.0	100%
USA Sales 2019	\$ 3,074,000.0	53%
Retail Sale	\$ 799,240.0	26%
Mens Jeans	\$ 447,574.4	56%
F/W	\$ 268,544.6	60%

	F/W 2022: 6 Month Buying Plan (000's)						
	August	September	October	November	December	January	Fall 2022
Net Sales	\$ 24,727.4	\$ 43,273.0	\$ 40,182.0	\$ 61,818.5	\$ 108,182.4	\$ 30,909.3	\$ 309,092.6
% FP FALL	8%	14%	13%	20%	35%	10%	100%
Plan BOM Stock	\$ 61,818.5	\$ 82,218.6	\$ 72,327.7	\$ 98,909.6	\$ 151,455.4	\$ 77,273.1	\$ 89,143.3
Stock / Sales Ratio	2.5	1.9	1.8	1.6	1.4	2.5	
EOM Stock	\$ 82,218.6	\$ 72,327.7	\$ 98,909.6	\$ 151,455.4	\$ 77,273.1	\$ 80,000.0	
Plan Reductions	\$ 7,727.3	\$ 7,727.3	\$ 3,863.7	\$ 11,591.0	\$ 23,181.9	\$ 23,181.9	\$ 77,273.1
% Reductions	10%	10%	5%	15%	30%	30%	100%
Purchases @ Retail	\$ 52,854.8	\$ 41,109.3	\$ 70,627.7	\$ 125,955.2	\$ 57,182.1	\$ 56,818.1	\$ 404,547.2
Purchases @ Cost	\$ 23,784.7	\$ 18,499.2	\$ 31,782.4	\$ 56,679.8	\$ 25,732.0	\$ 25,568.1	\$ 182,046.2



SERVICES:

Buy Online Pick-Up In-Store
Same Day Delivery
Levi's® Secondhand Trade-ins

GEOGRAPHY:

Located AT 34th Street, midtown Manhattan

DEMOGRAPHIC:

Welcome customers from all ages and genders who are seeking for sustainable denim wear or special personalization.

STORE TRAFFIC:

Customer density reaches peak at 2pm to 4pm every day. Extra store traffic on Saturdays from 2pm-6pm. Every customer spent around 15-20 min.

LIFESTYLE:

The center of the spotlight. New York is where everything happens. Its people are very diverse and inclusive. They keep up with fashion and are interested in new trends and technology and the brand reputation in how they contribute to society.

Store 1 LEVI'S STORE NEW YORK



45 West 34th Street #1 New York, NY 10001



BUYING PLAN 01: NEW YORK, NEW YORK

Sales Volume Range: \$5-10 M

Actual Sales: \$9,632,000

Percentage of Corporate Sales: 0.2%

Square Footage: 100,000+

F/W 2022		% Increase
PL Net Sales, F/W 2022	\$ 618.2	15%
Est. Net Sales F/W 2021	\$ 537.6	29%
Actual F/W 2020	\$ 416.7	
Average Stock, Retail:	\$ 179.7	
Inventory Turnover:	3.44	
Planned Reductions, \$:	\$ 154.5	
Reduction % Sales:	25%	
Plan IMU %	55%	

Fall 2022: 6 Month Buying Plan - New York, New York

	August	September	October	November	December	January	Fall 2022
Net Sales	\$ 49.5	\$ 86.5	\$ 80.4	\$ 123.6	\$ 216.4	\$ 61.8	\$ 618.2
% FP SALES	8%	14%	13%	20%	35%	10%	100%
Plan BOM Stock	\$ 123.6	\$ 164.4	\$ 144.7	\$ 197.8	\$ 302.9	\$ 154.5	\$ 179.7
Stock / Sales Ratio	2.5	1.9	1.8	1.6	1.4	2.5	
EOM Stock	\$ 164.4	\$ 144.7	\$ 197.8	\$ 302.9	\$ 154.5	\$ 170.0	
Plan Reductions	\$ 12.4	\$ 18.5	\$ 7.7	\$ 30.9	\$ 46.4	\$ 38.6	\$ 154.5
% Reductions	8%	12%	5%	20%	30%	25%	100%
Purchases @ Retail	\$ 102.6	\$ 85.3	\$ 141.3	\$ 259.6	\$ 114.4	\$ 115.9	\$ 819.1
Purchases @ Cost	\$ 46.2	\$ 38.4	\$ 63.6	\$ 116.8	\$ 51.5	\$ 52.2	\$ 368.6



SERVICES:

- Buy Online Pick-up in Store
- 1:1 Stylist Session
- Tailor Shop Consultation
- Levi's Secondhand Trade-ins
- Levi's Tailor Shop
- Levi's Print Shop

GEOGRAPHY:

Located in Thiele Square in uptown Portland.

- Walk Score = 96
- Bike Score = 75
- Transit Score = 70

DEMOGRAPHIC:

Welcomes customers from all ages and genders who are seeking for sustainable denim wear for personalization.

STORE TRAFFIC:

Customer density reaches peak at 2pm to 4pm everyday. Every customer spent 15 minutes in store.

LIFESTYLE:

As the NO.9 greenest city in the U.S., Portland customers are more willing to shop sustainably. The laid-back living style leads the trend of casual denim wear in the area.

Store 2 LEVI'S STORE PORTLAND



2307 NW Westover Rd, Portland, OR, 97210

BUYING PLAN 02: PORTLAND, OREGON

Sales Volume Range: \$1-2.5 M

Actual Sales: \$2,111,000

Percentage of Corporate Sales: 0.05%

Square Footage: 20-39,999+

F/W 2022		% Increase
PL Net Sales, F/W 2022	\$ 145.0	15%
Est. Net Sales F/W 2021	\$ 126.1	29%
Actual F/W 2020	\$ 97.7	
Average Stock, Retail:	\$ 42.3	
Inventory Turnover:	3.43	
Planned Reductions, \$:	\$ 29.0	
Reduction % Sales:	20%	
Plan IMU %	55%	

Fall 2022: 6 Month Buying Plan - Portland, Oregon							
	August	September	October	November	December	January	Fall 2022
Net Sales	\$ 14.5	\$ 17.4	\$ 17.4	\$ 37.7	\$ 43.5	\$ 14.5	\$ 145.0
% FP SALES	10%	12%	12%	26%	30%	10%	100%
Plan BOM Stock	\$ 36.2	\$ 33.1	\$ 31.3	\$ 60.3	\$ 60.9	\$ 36.2	\$ 42.3
Stock / Sales Ratio	2.5	1.9	1.8	1.6	1.4	2.5	
EOM Stock	\$ 33.1	\$ 31.3	\$ 60.3	\$ 60.9	\$ 36.2	\$ 38.0	
Plan Reductions	\$ 2.9	\$ 2.9	\$ 1.4	\$ 4.3	\$ 8.7	\$ 8.7	\$ 29.0
% Reductions	10%	10%	5%	15%	30%	30%	100%
Purchases @ Retail	\$ 14.2	\$ 18.6	\$ 47.8	\$ 42.6	\$ 27.5	\$ 25.0	\$ 175.7
Purchases @ Cost	\$ 6.4	\$ 8.4	\$ 21.5	\$ 19.2	\$ 12.4	\$ 11.2	\$ 79.1

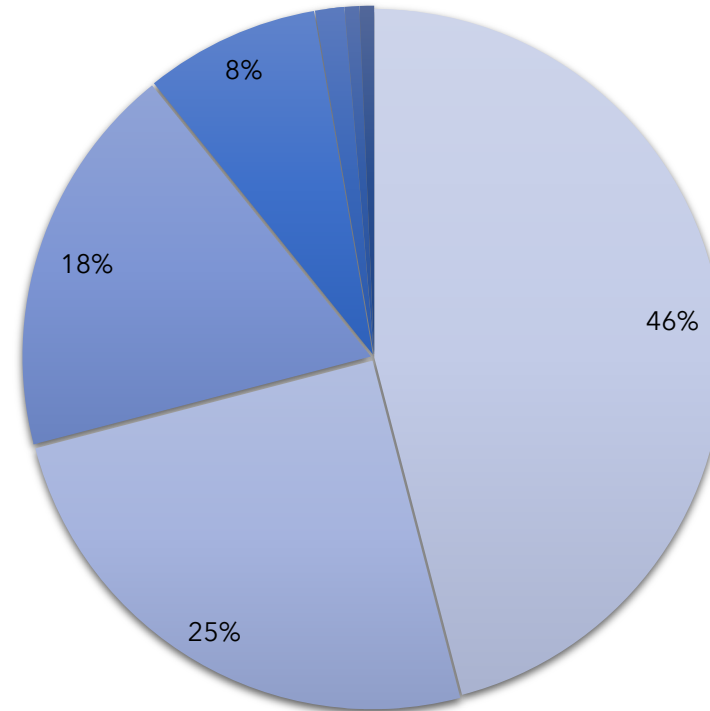
ASSORTMENT PLAN DISTRIBUTIONS

Budget	\$ 404,547,193.88
Unit Cost	\$ 100.00
Units Needed	4,045,472

Style Distribution		
Straight Jeans	30%	51
Tapered Jeans	29%	22
Slim Jeans	13%	10
Relaxed Jeans	10%	49
Loose Jeans	7%	8
Skinny Jeans	6%	17
Bootcut Jeans	5%	11

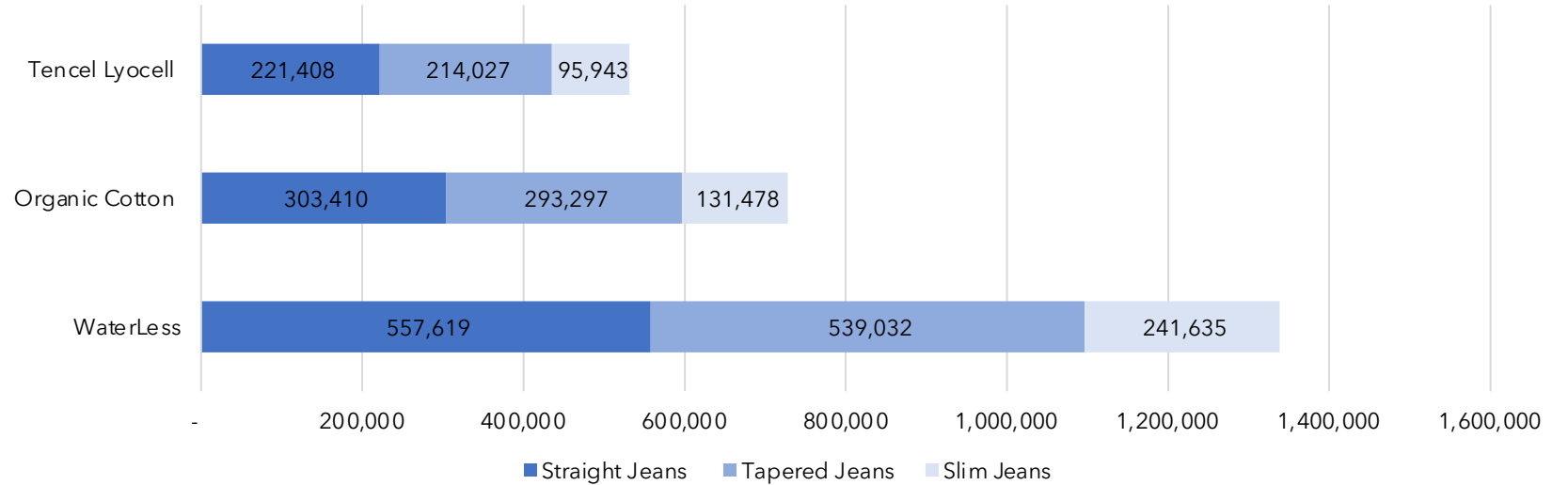
Sustainability Distribution		
WaterLess	46%	68
Organic Cotton	25%	37
Tencel Lyocell	18%	27
Cottonized Hemp	8%	12
Recycled Polyester	1%	2
Recycled Cotton	1%	1
Repreve	1%	1

MEN'S JEANS BY SUSTAINABILITY DISTRIBUTION



- Waterless - 46%
- Organic Cotton - 25%
- Tencel Lyocell - 18%
- Cottonized Hemp - 8%
- Recycled Polyester - 1%
- Recycled Cotton - 1%
- Repreve - 1%

ASSORTMENT PLAN



Style/Sustainability	WaterLess	Organic Cotton	Tencel Lyocell	Cottonized Hemp	Recycled Polyester	Recycled Cotton	Repreve	Total
Straight Jeans	557,619	303,410	221,408	98,403	16,401	8,200	8,200	1,213,642
Tapered Jeans	539,032	293,297	214,027	95,123	15,854	7,927	7,927	1,173,187
Slim Jeans	241,635	131,478	95,943	42,641	7,107	3,553	3,553	525,911
Relaxed Jeans	185,873	101,137	73,803	32,801	5,467	2,733	2,733	404,547
Loose Jeans	130,111	70,796	51,662	22,961	3,827	1,913	1,913	283,183
Skinny Jeans	111,524	60,682	44,282	19,681	3,280	1,640	1,640	242,728
Bootcut Jeans	92,937	50,568	36,901	16,401	2,733	1,367	1,367	202,274
Total	1,858,730	1,011,368	738,025	328,011	54,669	27,334	27,334	4,045,472



STATEMENT OF OPPORTUNITY

With the ever-changing mind of the consumer and the core values that the backbone that Levi's is built off of, Levi's will continue to focus their primary efforts on strengthening its business by continuing to invest in sustainability. The people of the post-pandemic world are now more hyper-focused on their surroundings than ever, meaning that there is more opportunity for growth so long as Levi's continues to drive profits through principles, specifically in the sustainability sector. Additionally, profits are expected to grow in double digits in the coming year, leaving the opportunity to reopen stores that had unfortunately closed due to the pandemic.

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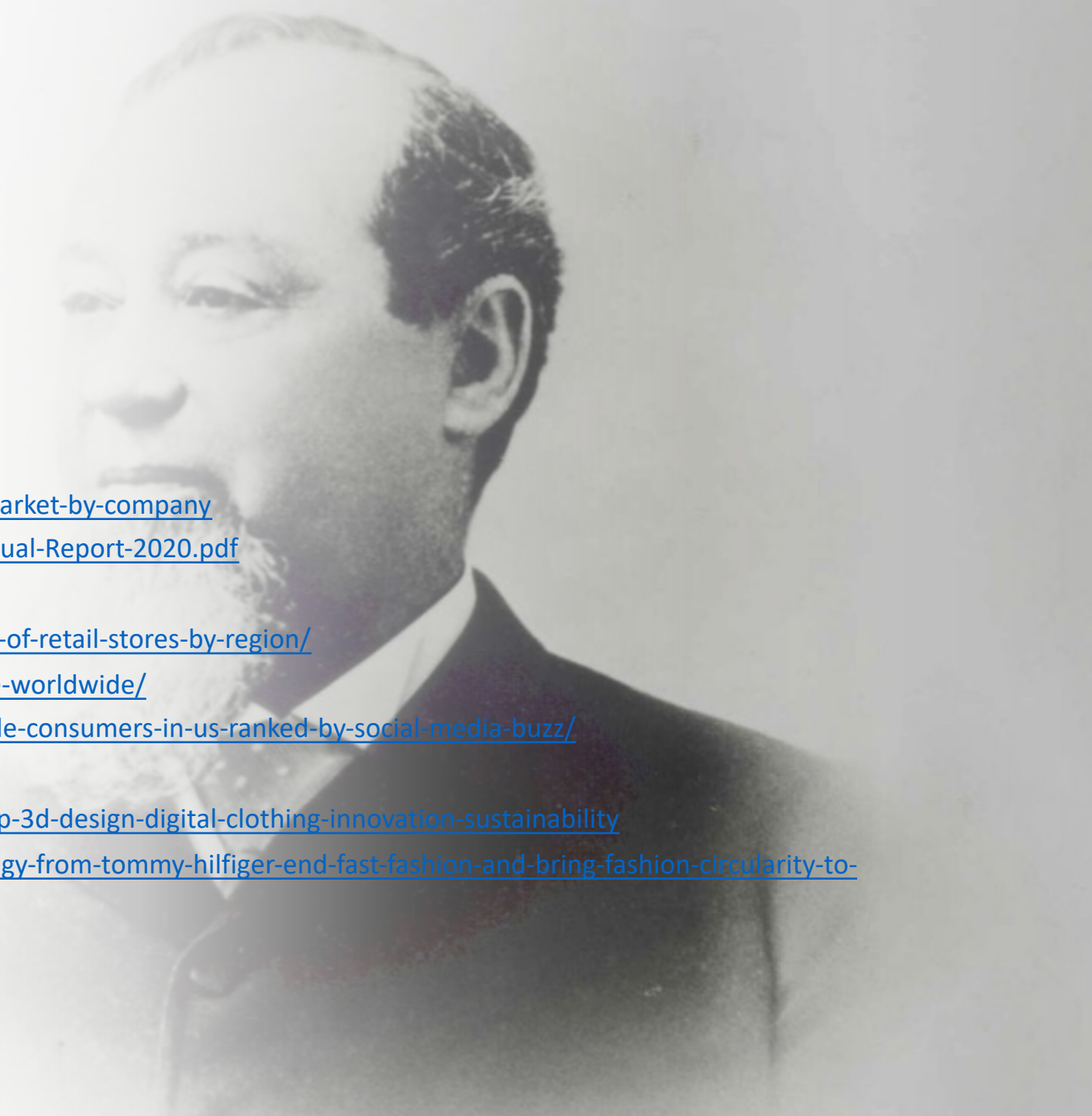
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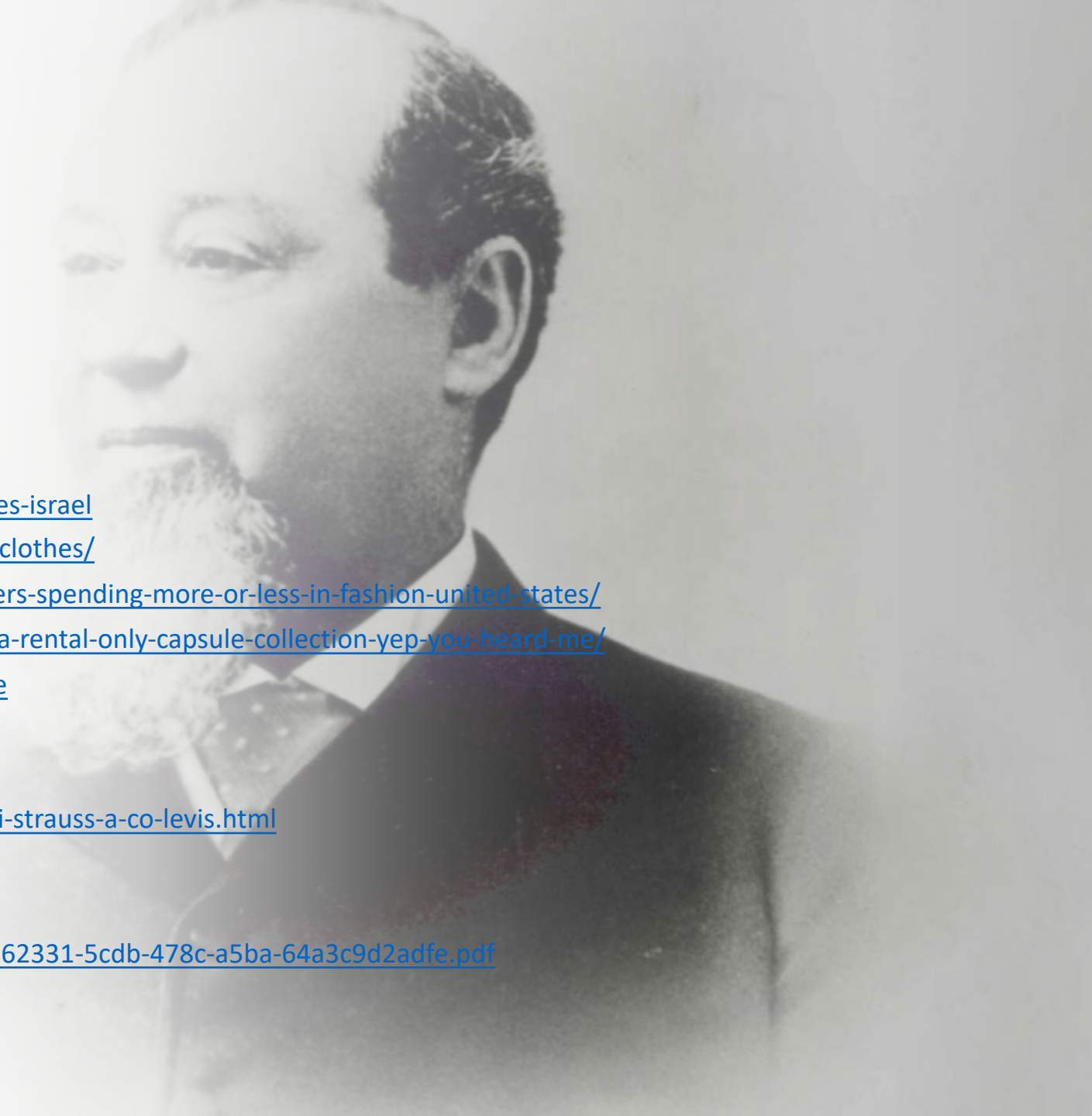
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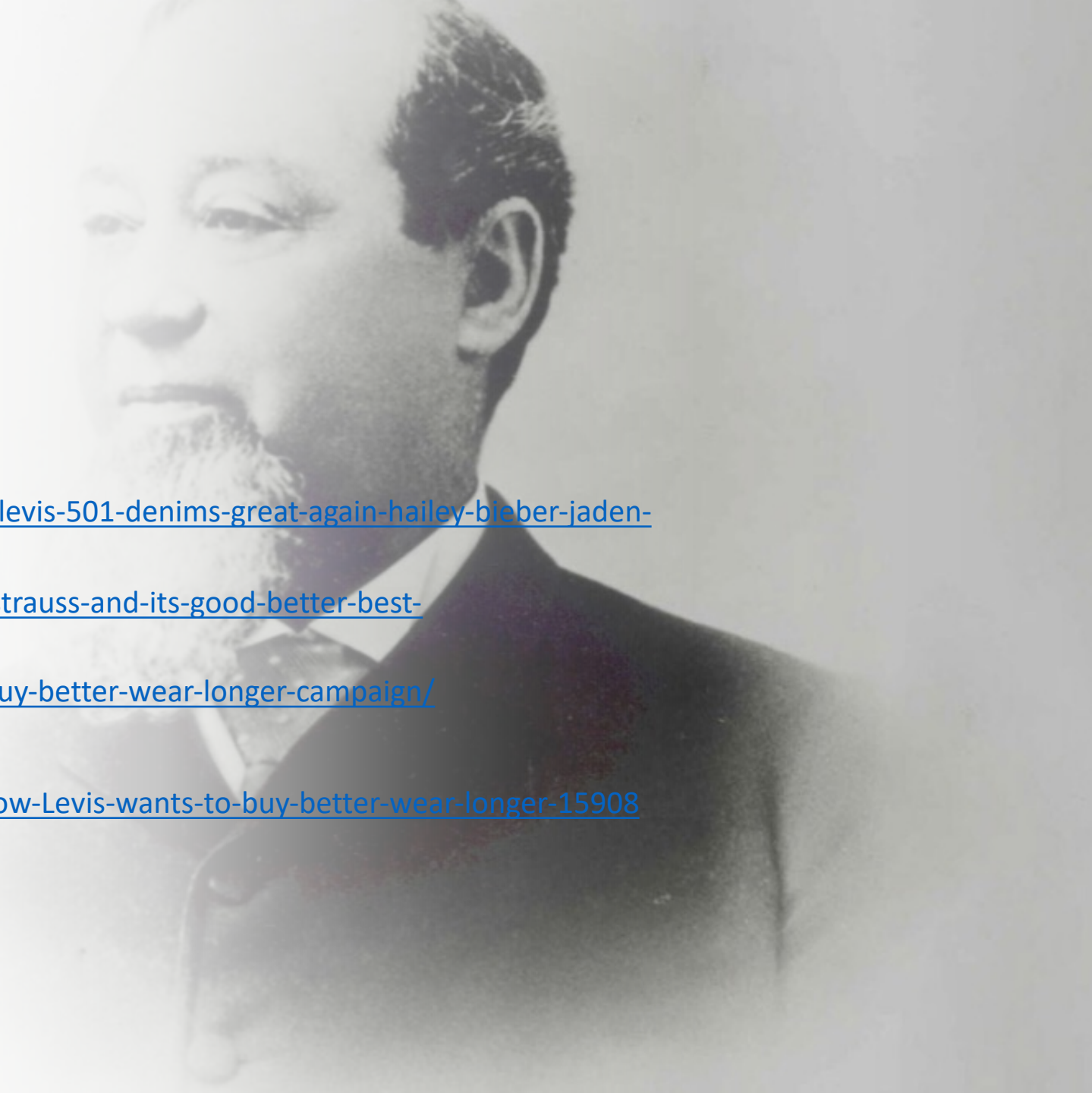
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