

LEVI STRAUSS



Levi Strauss, the inventor of the blue jeans, was born into a Jewish family in Buttenheim, Germany on February 26th, 1829. He had three older brothers and three older sisters. Two years after his father died from tuberculosis in 1846, Levi and his sisters emigrated to New York, where they were met by his two brothers. They owned a textile and clothes business called "J. Strauss Brother & Co.". Levi soon began to learn the business.



Levi went to San Francisco in 1853 (during the California Gold Rush). He established a textile and clothes business under his own name and served as the West Coast representative of the family's New York firm. Later, Levi renamed his company "Levi Strauss & Co."

During his career, Levi was a treasurer for the state, a director of a Bank, a director of an Insurance Company and a director of a Gas and Electric Company. In 1875, Levi and two associates purchased a Woolen Mill company.

He was also one of the city's greatest philanthropists.

Levi Strauss died on September 26th, 1902. His estate amounted to nearly US\$6 million, which he left to his family and some charitable organizations. To this day, Levi Strauss & Co. strives to align itself with the same principles that guided Levi's life.

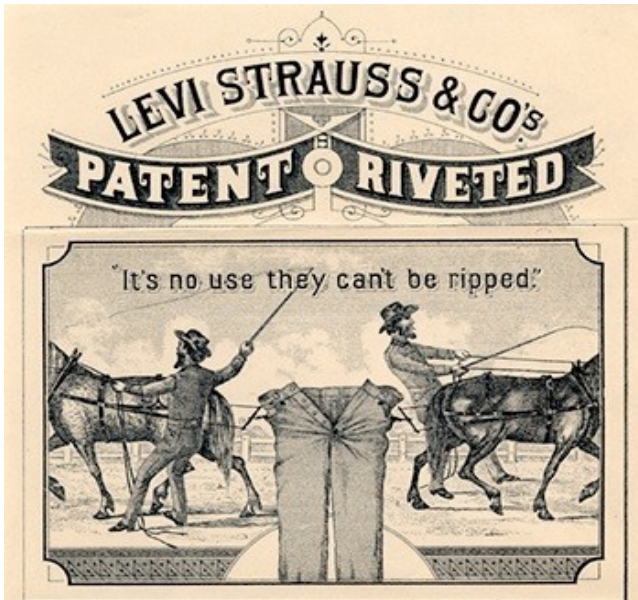
Pronunciation: <https://www.youtube.com/shorts/JdAbtMuKDo0>

THE INVENTION OF THE BLUE JEANS

One day the wife of a local laborer asked Jacob Davis, a tailor, to make a very strong pair of pants for her husband. Jacob tried to think of a way to strengthen his pants and had the idea to put metal rivets at points of tension, such as pocket corners and the base of the fly. The pants soon became a success. Jacob decided to create a patent on the process, but needed a business partner. He thought of Levi Strauss, from who he had purchased the textile to make his pants.



Davis wrote to Levi to suggest that the two men hold the patent together. Levi, being an astute businessman, saw the potential for this new product, and agreed to Jacob's proposal. The two men received the patent on May 20th, 1873. This date is considered the "date of birth" of blue jeans.



The first pants were made from denim, a traditional fabric for men's work-wear. Within a very short time, the pants became a great success. At the time, they were called "waist overalls." In 1960, the name "jeans" was adopted.

We shouldn't forget that the famous pants are the successful invention of two men - Levi Strauss and Jacob Davis.

DID YOU KNOW?

- 1) There are two types of fabric: **Denim** and **Jean**. **Denim** is made from one white thread and one blue/black thread. **Jean** is made from two threads of the same color.
- 2) 2 billion pairs of Levi's jeans are sold each year around the world. That's more than 60 every second!
- 3) Levi's net sales in 2020 was around US\$ 6 billion.