

A woman with blonde braids, wearing a yellow and white striped shirt and blue jeans, is swinging happily on a swing set. The background is a panoramic view of San Francisco at dusk, with the Golden Gate Bridge and the city lights visible. The Levi's logo is prominently displayed at the top.

**Levi's**

*Celebrating*  
**SAN FRANCISCO**

THE CITY THAT MADE LEVI'S®





**HISTORY OF LEVI STRAUSS & CO.® 02**

*The history of one of the world's most iconic brands*

**SAN FRANCISCO STORIES 03**

*Stories from San Francisco residents themselves, highlighting the people, traditions, and sites of the City*

**501® THE GREATEST STORY WORN 08**

*Join us in celebrating 150 years of 501® jeans, the first-ever blue jeans*



In 1853, Levi Strauss emigrated from New York City to San Francisco, where he opened a West Coast branch of his brother's dry goods business selling fabric, thread, and clothing primarily serving Gold Rush miners throughout the American West. Shortly after this San Francisco business began, Strauss recognized a need within the mining industry—hardworking people needed more durable pants. It was then that the Levi Strauss & Co. clothing company we all know today was born.

Levi Strauss began working with tailor Jacob Davis to create a pair of pants for the American worker. In 1873, the “Blue Jeans” were born through the combination of copper rivet reinforcements and denim, creating the strongest pants for working men. This new creation became a widespread success. By the 1890's, Levi's “best-selling” product, the Levi's 501® were created.

Since then, Levi's has grown into a global brand and become a staple in American casual style and a symbol of American culture. Levi's has evolved from the original workers' pants “expressly made for miners, mechanics, engineers, and laboring men” to a worldwide brand offering pants for everyone.

# WHAT DOES *San Francisco* MEAN TO YOU?

San Francisco is a city rooted in spirited innovation, cultural diversity, and stories unlike any other. The streets of this relatively small city hold years of history, culture, traditions, and community in its layers, aspects of the city that should be celebrated and never forgotten.

This month, Levi's is celebrating our hometown, the birthplace of the brand we all know and love, San Francisco. With stories and sentiments from San Francisco residents themselves, we are featuring the beauty of the people, traditions, and sites that make up the City by the Bay.



"My favorite city. The city that houses nearly all of the most important people in my life and the majority of my most treasured memories. It's a city so deeply rooted in who I am that some have said it has become a personality trait of mine. But for that, I have no shame.

San Francisco has felt the footsteps of family members I never met, their journeys forever a part of the city that eventually raised me. It's the city in which they worked, struggled, celebrated, and created the traditions that I get to experience now. The city is home to me for this reason. Not only was I physically raised in San Francisco for 20 years, but such a prominent portion of my family's history is rooted in the city's streets. It is the city my mother and father's grandparents immigrated to from El Salvador and Italy and the city that would keep them till their next life. It is the city that brought my parents together after years of close encounters with one another. And the city that provided me with adventures and memories that make up the twenty years of my life.

This city will always be home to me. Whether I choose to spend the rest of my life there or venture to new places, San Francisco will always be the one place that truly feels like home."

*Gianna DiGiallo*



"I was born and raised in San Francisco, and at 54 years old, you can imagine, I have seen a lot of changes throughout this city. But one thing I have continued to love about the city, despite its years of change, is its diversity. San Francisco has always been welcoming to anyone visiting or moving into the Bay Area. Growing up in San Francisco in the 70s and 80s, there was always so much to do. From the great tourist attractions like Pier 39 and Fisherman's Wharf to local spots like Ocean Beach, there was always something to do. When I was a kid, my friends and I would ride the bus down to the Wharf and hang out, always knowing that we would have things to do and great food to eat, specifically crab, which San Francisco is famous for. The City has also always been very sports-centered. When growing up, the city offered a plethora of sports teams to play for and skate parks to keep kids busy. This has not changed. In the last 10 or so years, San Francisco has implemented many new parks and outdoor areas that allow families and kids to enjoy the City in a safe environment. You also see a lot of people nowadays enjoying these new parks and appreciating the beauty of San Francisco. I've seen many people come and go, moving in and out of the city that prides itself as a frontrunner in technology, with the testing of autonomous cars and being the home of Open AI. Despite it all, one thing remains the same: the rich history of the city. This is what San Francisco means to me."

*Aldo DiGiulio*

"San Francisco is my home. It is the place I feel most comfortable and long for when I am not there. It is the place if you are lucky enough to be from, where you always meet someone you know (or at least someone who knows someone you know). "What high school did you go to?" That is always the question asked of someone born and raised in San Francisco. That question prompts endless conversations and questions, and needless to say, the laughs that accompany them. As someone from the city, it is always a challenge to know what hat I will wear when the topic of San Francisco comes up. Will I wear a helmet and defend it, not allowing negativity to penetrate? A beanie for the chilly remarks others may have? Or a black and orange baseball cap ready to cheer on my city? The actual answer is: I wear them all!

San Francisco is the place my grandparents decided to journey to as immigrants from El Salvador in hopes of starting a new life as middle-aged adults, working so hard to make a life here. This work ethic continued through to my mother and her siblings, who worked hard in this city and became part of a big community in the Mission/Noe Valley neighborhoods. A part of the city I was so lucky to grow up in.

Even as old as I am now, I can still see the beauty in this City by the Bay. As every city does, San Francisco has had city-wide struggles in the past decade or so, but I deeply feel we will find our way back to being the amazing melting pot we are known to be. San Francisco will always be my home even if I decide one day to leave it. It will always be the place I will long for and be so very proud of."

*Maria Martinez*



# Celebrating SAN FRANCISCO

THE CITY THAT MADE LEVI'S®

Thank you, San Francisco, our home, muse, and inspiration for generations. With every stitch and rivet, we want to take this opportunity to celebrate the vibrant and iconic city that has played an integral role in shaping the Levi's® legacy. Your neighborhoods, diverse cultures, and free-spirited atmosphere resonate with the same values that Levi Strauss himself embraced when he first set up shop in 1853.

The journey of Levi's® mirrors the resilience and innovation that define San Francisco. Together, we have weathered the storms, adapted to changing trends, and embraced the spirit of authenticity that is synonymous with both Levi's and the City by the Bay.

So, thank you, San Francisco, for being the canvas upon which Levi's Jeans have painted stories of rebellion, individuality, and self-expression. Your energy and diversity continue to fuel our creativity, and we look forward to many more years of collaboration and inspiration.

Here's to celebrating the city that made us.

Scan to watch our Love Letter to San Francisco.



# Levi's

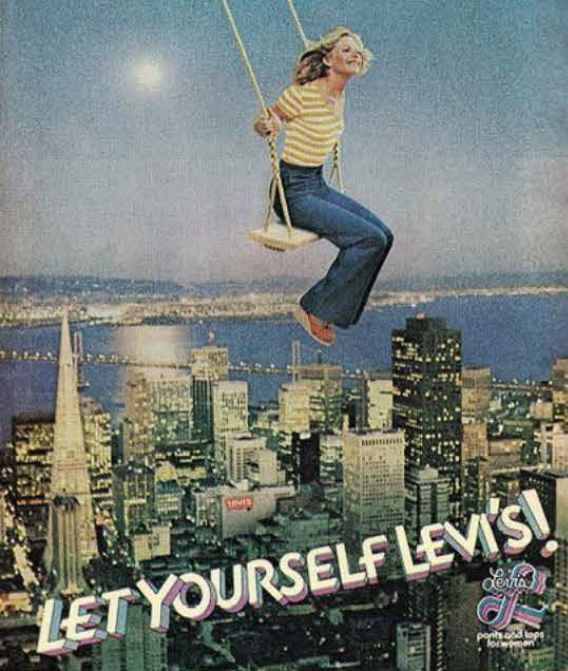
## 150 Years of 501®

This year, we celebrate a century and a half of the 501® Original (our first-ever blue jeans) and people living in Levi's®. And in the world of 501® jeans, every person has a pair, and every pair has a story. What started with some denim, copper rivets and an American dream has become a worldwide phenom and, quite possibly, the most beloved clothing article of all time.

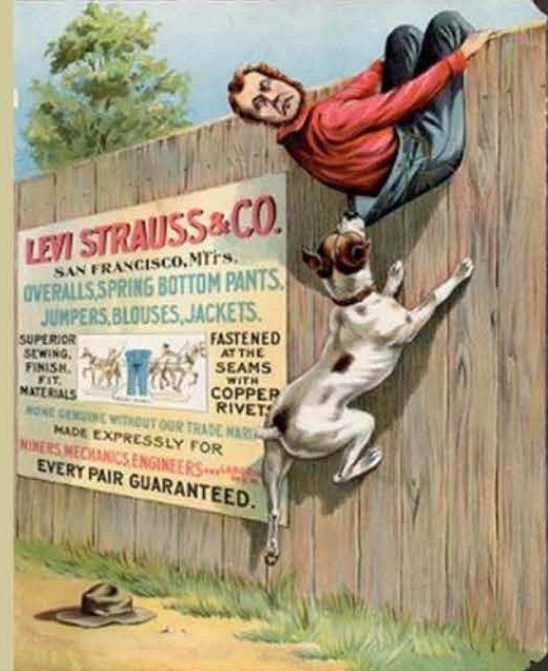
Our iconic five-pocket, button-fly straight fit has been loved by everyone: miners, cowboys, hippies, rockers, skaters, musicians, politicians, celebrities, unsung heroes and countless others on every kind of journey. And that's led to a lifetime of \*your\* stories interwoven into the fabric of ours.



Good jeans run in the 501® family; so, **shop the entire 501® assortment online and in stores.** For styling tips and outfit inspiration, follow us on Instagram and TikTok. Then tag **@levis** and **#LiveinLevis** to share your Levi's® style with the world.



**LET YOURSELF LEVI'S!**



**Young America's Favorite!**

**LEVI'S**  
AMERICA'S FINEST OVERALL  
SINCE 1850

\*The name LEVI'S is registered in the U. S. Patent Office and denotes overalls made only by LEVI STRAUSS & CO.

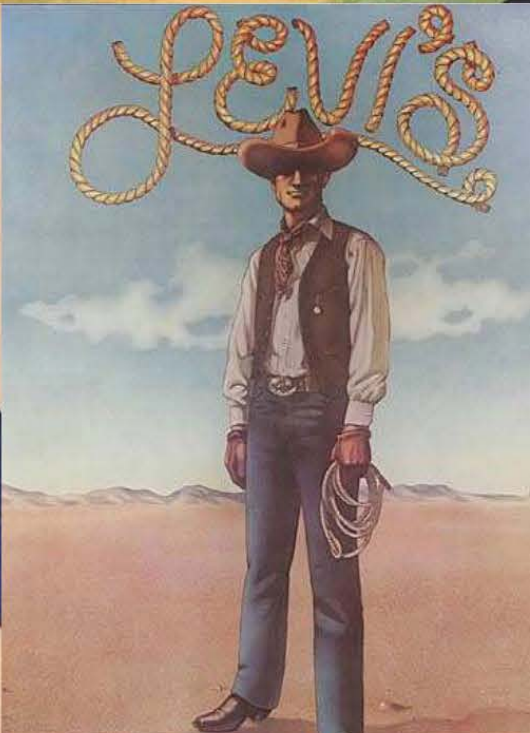
**Who's got the best fitting jeans in these parts?**

Levi's 505® preshrunk, zipper-fly jeans feel comfortable right down to your toe parts, thanks to a fit that's trim, but never tight.

Levi's Super Straight jeans are cut for a snug fit that flatters every part of your figure. (A small white patch neatly indicates just one of those parts.) But please note, no matter what fit you favor, you'll find it in great-fitting Levi's jeans.

**Levi's Jeans cut for women**

**LEVI'S**  
QUALITY NEVER GOES OUT OF STYLE



*"See the horseshoe back pockets? They really flatter my natural shape. I'll bet anything they become a classic."*

*"The secret is in the elastic waistband Levi's® Womenswear has designed for their misses and women's sized Santa Cruz pants. It lets me sit, bend, or twist in complete comfort!"*

*"I want to feel relaxed in my clothes. No cutting or binding. That's why I like the fit I get in all the pants and tops from Levi's Womenswear. After all, looking pretty should never make you uncomfortable." (Santa Cruz Pant 25190-64 misses, 20190-64 women's; French City Shirt 67792 misses, 69392 women's.)*

**Levi's**  
WOMENSWEAR

**CUT FOR THE COWBOY!**

LEVI'S are cut really snug—the way the working cowboy wants 'em. That's why they feel so comfortable in action. LEVI'S wear better, too—because they're made of super-tough XX denim—reinforced with real Copper Rivets.

**LEVI'S**  
AMERICA'S FINEST OVERALL

**Feelin' Fine Jeans**

When you put on Levi's® Feelin' Fine® Jeans, you can take off... Do anything you like. The soft stretch denim won't hold you back. It won't cut or bind no matter how you bend or move. And since they're from Levi's Womenswear, they have a "Fit to be tried"™. It leans into every curve. Levi's Feelin' Fine® jeans. In Petite, Misses and Women's Sizes. Try on a pair soon. And start feelin' fine.

**LEVI'S**  
QUALITY NEVER GOES OUT OF STYLE