

LEVI'S INSIDER



Newsletter

Levi's X Water<Less



Designers at Levi's trust on creative palettes to finish jeans and offer new looks that fit right from the jump. But to complete these looks, it often means using water and **lots of it**. For example, giant washing machines literally tumble stones with jeans, so they're stonewashed. While many of the countless finishing techniques have been around for years, here at Levi's we are still looking to shake things up a bit — for the better. This is where Water<Less comes in. We challenged ourselves to attain the same Levi look we all love but using less water in the finishing stages. But how? We simply use a thimble of water and a bit of ozone instead of detergent. To get a soft feel typically realized by using fabric softener, we might tumble jeans with bottle caps and golf balls, taking the water out of the wash altogether. The end results remain the same. We are proud to announce our new Water<Less jeans.

Levi'sXWater<Less is expected to hit store August 2022, and we will create many events leading up to the launch day. This will create excitement not only with us here at Levi's but with our loyal customers. We feel that its only right to give Levi's Members a chance to get their hands on the jeans before anyone else. More on that later. Keep the momentum and excitement going to get everyone thrilled, whether its employees or our customers, we are all lookinf forward for this launch. We want to show that here at Levi's we do what we can to help the environment.

Countdown to Water<Less

- Water<Less Fashion Show Event
- Saturday July 23, 2022
- We will host a mini fashion show for employees to experience the jeans on the runway.
- Levi's Member Presale
- Saturday July 30-31, 2022
- Levi's Online Members will receive an email to get a chance to buy Levi'sXWater<Less before the public. Only valid at participating stores.
- Launch Day!
- August 1, 2022
- Levi's Stores can begin to sell Water<Less jeans. Stores will host dj's, popcorn booths and have activities for children.





Levi's

LEVI'S X WATER<LESS



**WE HAVE SAVED
4.2 BILLION
LITERS OF WATER**

**WE HAVE RECYCLED
9 BILLION
LITERS OF WATER**

**SAME LEVI'S LOOK YOU LOVE,
MADE WITH LESS WATER**



Levi's
1155 Battery Street,
San Francisco, Ca 94111



What is and Why Water<less Jeans?

Water shortage is one of the world's greatest challenges that we face today. About 1.1 billion people worldwide lack access to water. Household leaks alone in the US waste roughly nearly 900 billion gallons of water annually nationwide. The designers at Levi's felt it was only appropriate to be a part of the solution. They challenged themselves to create jeans with the same Levi look we all have grown to love BUT by using less water.

Levi's x Water<less
set to be released
August 2022.

How?

It takes 42 liters of water on average to finish every pair of jeans. So, we asked ourselves, "what if we took the water out? What would happen?" The beauty of denim is that it can wear in without necessarily washing it of treating it beforehand. We used to put water in the stone washing machines to enable a specific result aesthetically. We removed that element and washed the jeans with dry stones, and we found that result was very similar. The last piece is using ozone machines, which is an interesting piece because ozone is a natural component in the air, and it transforms water almost like it were bleach. This way we can reduce water consumptions severely, sometimes as much as using a ¼ cup. Using this method has allowed us to save over 170 million liters of water.

