

Levi Strauss Activity Cards

Name: _____ **Date:** _____

Directions: Read or post the activity cards around the room. Have students record what they think the impact on productive resources will be. As an alternative, put students into groups. Give each group an assigned year(s). Have them prepare a response for the class. Allow students the flexibility of searching for potential answers using the following websites:

- <http://www.levistrauss.com/our-story/#levi-strauss>
- <http://www.levistrauss.com/our-story/heritage-timeline/heritage-timeline-2/>.

Year	Change in Company Production	Change in Resources Needed
1905	Introduces Khaki pants and coats, designed for office attire rather than work-related clothing	
1918	Produces first clothing for women – slacks/pants called “Freedom Wear”	
1936	The “red tag” is attached to all Levi Strauss overalls to make them easy to find in the stores	
1959	Began exporting clothing to Europe	
1980	Produced clothing for the U.S. athletes in the 1980 and 1984 Olympics	
2010	Joins “better cotton” movement – using cotton that is more environmentally friendly to grow	
2013	Introduces “waste-less” collection of clothes made from recycled plastic bottles	