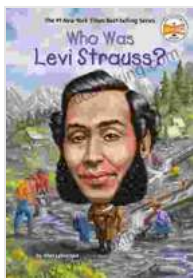


Who Was Levi Strauss? The Man Behind the Blue Jeans

Levi Strauss was a German-born American businessman who founded the Levi Strauss & Co. clothing company. He is best known for creating the blue jean, which became a popular and iconic item of clothing in the United States and around the world.



Who Was Levi Strauss? (Who Was?) by Ellen Labrecque

★★★★☆ 4.6 out of 5

Language : English

File size : 86190 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 112 pages



Early Life and Career

Levi Strauss was born on February 26, 1829, in Buttenheim, Bavaria, Germany. He was the eldest of five children born to Hirsch and Rebecca Strauss. His father was a cloth peddler, and his mother was a homemaker. In 1847, at the age of 18, Levi left Germany for New York City to join his older brothers, Jonas and Louis, who had emigrated there a few years earlier.

Levi initially worked in his brothers' dry goods store in New York City. In 1853, he traveled to San Francisco, California, to join his brother-in-law,

David Stern, who had opened a dry goods store there. Levi worked in Stern's store for several years, and in 1859, he started his own dry goods business.

The Birth of the Blue Jean

In 1871, Levi Strauss met a tailor named Jacob Davis. Davis had invented a new type of work pants that were made of denim and reinforced with rivets at the stress points. Strauss was impressed with Davis's invention, and he agreed to partner with him to manufacture and sell the pants.

The new pants were an instant success, and they quickly became known as "Levi's" after Strauss's name. Levi's jeans were popular with miners and other working men because they were durable and comfortable. They also became popular with cowboys and other outdoor enthusiasts.

The Levi Strauss & Co. Company

In 1873, Levi Strauss and Jacob Davis formally founded the Levi Strauss & Co. clothing company. The company initially produced only blue jeans, but it later expanded its product line to include other types of clothing, such as jackets, shirts, and overalls.

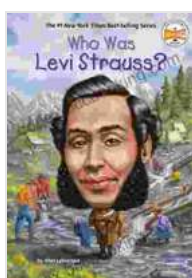
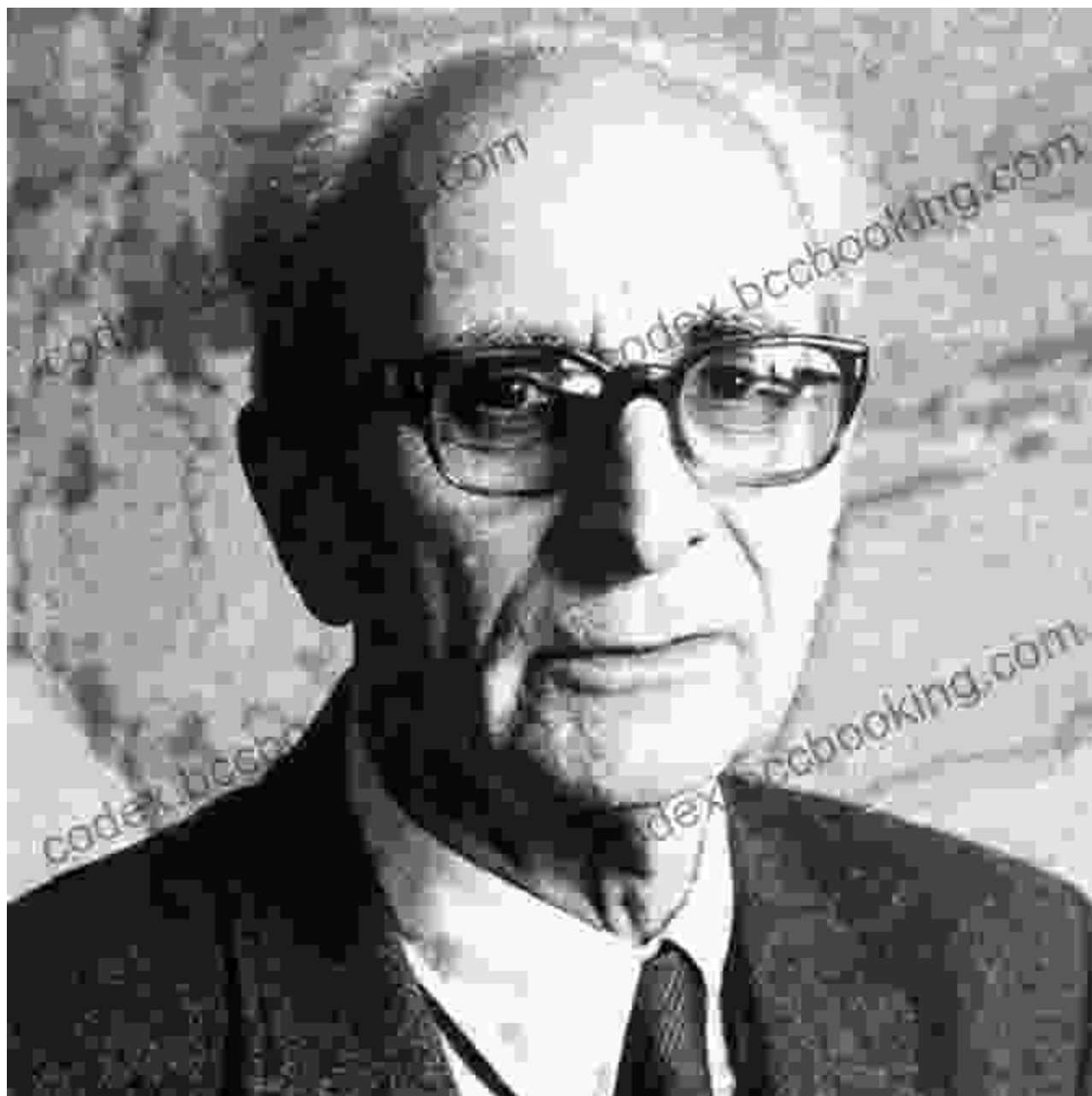
Levi Strauss & Co. quickly became one of the most successful clothing companies in the United States. By the early 20th century, the company was producing millions of pairs of jeans each year.

Levi Strauss's Legacy

Levi Strauss died in San Francisco on September 26, 1902, at the age of 73. He was a wealthy man, and he left his fortune to his family and to various charities.

Levi Strauss's legacy is the blue jean. The blue jean is a timeless and iconic item of clothing that is worn by people of all ages and backgrounds. Levi Strauss's invention has had a profound impact on American culture and fashion.

Levi Strauss was a visionary businessman who created one of the most iconic items of clothing in the world. His blue jeans have become a symbol of American culture and fashion. Levi Strauss's legacy will continue to inspire people for generations to come.



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