



## Levi's® Award at Mittelmoda 2009

### 'Reduce, Recycle, Reinvent'

Levi's® jeans are the ultimate denim jeans since 1873 - and a legendary symbol of classic, American cool today.

Like many companies in the world, Levi Strauss & Co. is concerned with environmental issues. We are somewhat different, though, as our first jeans, made over 135 years ago with tough and durable denim, were constructed in a way to minimize waste – well before economy of resources became a trend!

Since then, Levi's® jeans have been passed from a wearer to the next and recycled into a broad range of unexpected items – from our own accessories, to insulation material for innovative housing projects. We have also pioneered organic cotton denim and the use of alternative crops such as hemp.

There is more than the environment to making a 'good' pair of jeans. Many years ago, Levi Strauss & Co. was the first company to fight for the integration of its white and black workers in the South of the US, even before the Civil Rights Movement. We actively lobbied for, and obtained, equal treatment for same sex couples when it came to social security. Finally, in 1991, we were the first apparel company to draft a voluntary Code of Conduct, committing to safeguard the environment and demanding that all our partners anywhere in the world respect human and civil rights in their day-to-day activities.

In order to be considered for the Levi's® Award, you will be asked to supplement your collection presentation with concise documentation explaining your approach to a sustainable lifecycle for your garments and/or accessories.

#### YOUR BRIEF

Environmental issues present designers with substantial responsibilities – and opportunities. As creative thinkers, designers are uniquely placed to review, rethink and remake the products, services and systems that shape our future. Considering design, materials, manufacturing, packaging, distribution and communication, you will tell us (in written or visual form, in a dossier not exceeding 10 A4 pages), how you plan to:

"Reduce, Recycle, Reinvent"

1. REDUCE: e.g. Reduce waste. Reduce energy and water.
2. RECYCLE: e.g. Recycle existing fabrics, garments, sundries, materials or create new ones that can be reused or recycled.
3. RE-INVENT: Redesign iconic products in a modern way that demands less from the environment and society.

You can choose to illustrate one of these principles or the three of them – please state clearly your intent.

The young talent displaying the most outstanding sustainable idea will be awarded Euro 5000 and a place in history! The creations will become part of the Levi's® Archives in San Francisco, one of the biggest fashion collections in the world, comprising garments from 1873 to date, and including original creations by Yves St Laurent, Jacques Fath and Norma Kamali for Levi's®.