



***The Levi's® Archives Presents . . .
A Virtual Design Inspiration Series***

**Tracey Panek, Historian & Laura O'Hara, Archivist, Levi Strauss & Co.
SAA Business Archives Section Colloquium, 8/3/2021**

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There were a lot of things we discovered by just being in the archive that we wouldn't have thought about or known about to look for. I'm not sure how much the new people or indeed many of the people would know about rarer finds.

Steve Burns, Director of Levi's® Men's Bottoms



Levi's® Archives Presents...

* How Often? Monthly, usually the 2nd Monday @ 3pm

* How Long? 25 Minutes

* What? Decide on topics with Design
Ex. First Flares to Western Shirts

* Where? Microsoft Teams

* Logistics? Meeting Invites sent by Head of Men's Design



March 23, 2015

The reason I write is some years back I acquired a rather unusual pair of Levis, plain white with what appears to be a **painted image of some eyes and lips**. I assume these were maybe done after they were purchased, but perhaps they were done by Levis themselves? I am just very curious to find a little more out about them, going by the cardboard label on the back pocket and waist band it would appear they are quite old, but luckily are in almost new condition.

I am attaching some photos for you to see what I mean about the painted artwork. **I think you will agree they are rather interesting and groovy!**

I look forward to your reply.

Many thanks,

Merlin Hardy

LONDON



1950s Greasers



Crazy Legs, 1967-1968



Crazy Legs, 1967 Don't Bite





33:02



Leave



Panek, Tracey



Burns, Steven

Meeting chat

- wow..thats amazing
- beautiful indigo shade
- aleman, Cristobal 3:10 PM
Smile Pocket 😊
- SB Burns, Steven 3:17 PM
love that
- JCF Chilton-Faust, Janine 3:17 PM
me too!
- aleman, Cristobal 3:19 PM
Soo cute
- Hooper, Nate 3:22 PM
Thanks so much!!
- Archive Presents...
Thanks so much!!



Reply

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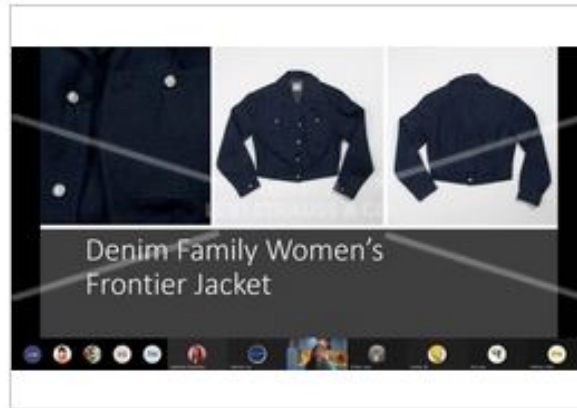


File

- Decade(s)
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 - Pdf 6
- Folder
- Portal/Folders/Photographs & Audiovisual 8
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- Document 6
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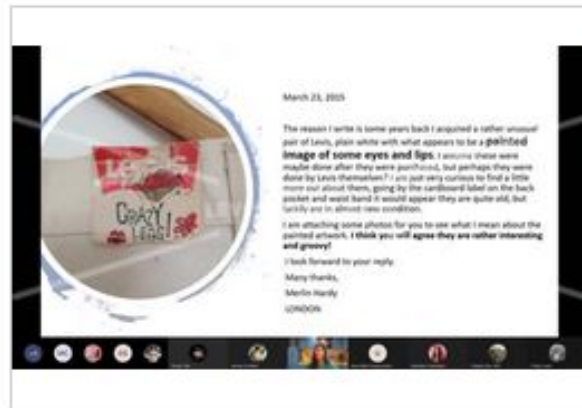
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2021_07_12 Archives Presents.mp4



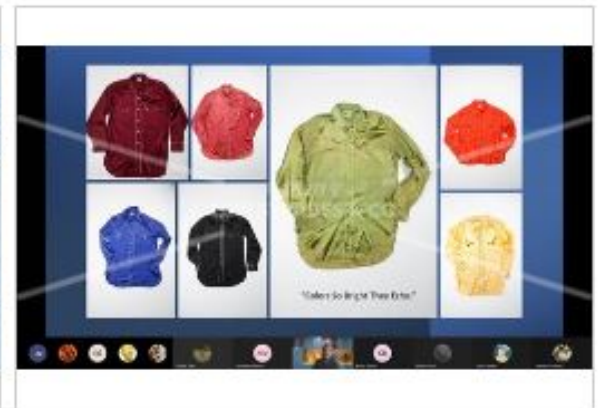
2021_06_21 Archives Presents_Crazy Legs.pdf



2021_06_21 Archives Presents.mp4



2021_05_17 Archives Presents_Western Shirts...



2021_05_17 Archives Presents.mp4



I was unable to attend the Archives Presents this month, but just got around to watching your presentation. I loved every minute of it. It was so nice to see all those amazing details and I really loved hearing the stories that went with them. Thanks so much for organizing these presentations -- I love them!

Jenny Carlin, Women's Tops Design



Advantages

1. Archives Awareness + Bigger Audience

- Consistent engagement with biggest Archives users

2. Easy to Attend

- Tangible results = upcoming design directly from *Archives Presents...*

3. Increased use of Digital Archives

- Spike in requests for access and use





O'Neill, Paul



Panek, Tracey



A woman with dark hair, wearing a white Levi's t-shirt, is holding a large sheet of paper with a design on it. She is looking at the paper with a focused expression. The background is a blurred indoor setting with a pink wall. The text 'LEARNINGS' is overlaid on the left side of the image.

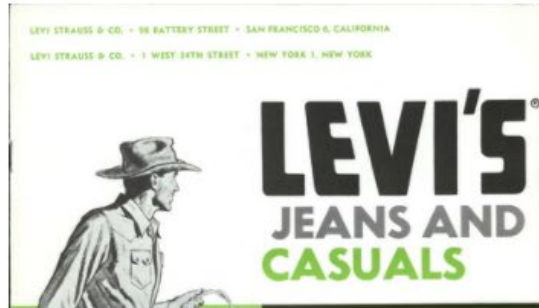
LEARNINGS

- Invite Guest Speakers
 - Success if participation from Design Leads
 - Pre-Presentation Meet & Greet
-

Q Search...



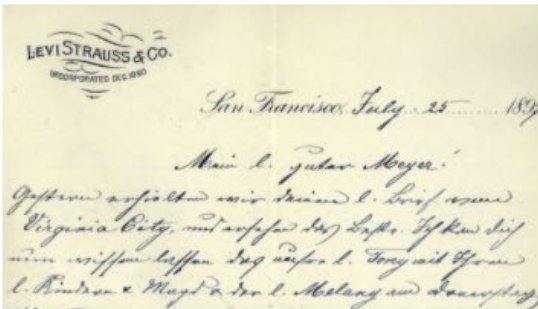
Garments



Catalogs & Pricelists



Sundries, Labels & Packaging



Company History



Photographs & Audiovisual



Advertising & Marketing

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Thank You