

LEVI'S® VINTAGE CLOTHING  
FALL WINTER  
2015





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**2015**





Faithfully capturing the spirit & heritage of American work wear, Levi's® Vintage Clothing reproduces the fits, fabrics and details of bygone eras. Our source material is our own archive and our inspiration is the hardworking men and women that the Levi's® Brand has equipped for the last 140 years. Through our seasonal collections, iconic reissues and special editions, we relive our treasured history and offer timeless products to discerning connoisseurs that are as obsessed with it as we are.

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THE LEVI'S®  
**ARCHIVES**

Safely preserved in a vault deep inside our headquarters in San Francisco lies an archive of over 20,000 rare and unique examples of Levi's® clothing and artifacts dating back to as early as 1873. Kept at an even temperature and wrapped in unbleached cotton, these delicate specimens are carefully protected by the Levi's® Historian and strictly reserved for the use of our designers. Each season, our team pores through the archives with white-gloved hands, uncovering the secrets of our past and then bringing them back into the world through faithful reproductions that are as fresh now as they were back then.





Item:

1915 501

Notes:

CONE MILLS PLAIN SELVEDGE  
EXPOSED RIVETS  
SINGLE NEEDLE ARCUATE



1915 501® Jeans

Reproduction of 501® Jeans dating from 1915  
Lightweight Cone Mills plain selvedge denim  
High waisted relaxed fit  
Exposed rivets on back pockets  
Single needle arcuate



Item:

"STYLED BY LEVI'S"  
 WOOL SHIRT

Notes:

100%- WOOL BODY  
 SATIN LINED POCKETS  
 "STYLED BY LEVI'S"  
 WOVEN LABEL

Styler by Levi's® Wool Shirt

Reproduction of Levi's® Wool Shirt from the 1950s  
 Boxy fit with spread collar  
 100% wool body  
 Satin lined yoke and pocket flaps  
 "Styler by Levi's" label



Item:

LOT 71 SACK COAT

Notes:

EXPRESS STRIPE

COTTON TWILL

BRANDED BRASS BUTTONS

Lot 71 Sack Coat

Reproduction of Levi's® Sack Coat from the 1920s  
 100% cotton twill Express stripe  
 Four patch pockets  
 Brass Levi Strauss dome buttons  
 Brass donut buttons at cuffs and neck opening  
 "Two horse" primary color oilcloth patch





Item:

1950s 701

Notes:

PRE - SHRUNK  
 PINK SELVEDGE DENIM  
 HIGH WAISTED  
 ZIP FLY

1950s 701® Jeans

Reproduction of Levi's® 701® Jeans from the 1950s  
 Pre-shrunk pink selvedge denim  
 High waisted straight leg fit  
 Zip fly  
 Printed oilcloth "two horse" patch



Item:

LEVI STRAUSS  
HIKING COAT

Notes:

KNAKI COTTON TWILL  
BELTED WAIST  
HORN BUTTONS

**Levi Strauss Hiking Coat**

Reproduction of Women's Levi's® Hiking Coat from 1919  
Heavy cotton twill fabric  
Belt at waist  
Three patch pockets  
Horn buttons  
Levi Strauss & Co. woven label



LEVI'S®  
AND  
CONE®

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100 YEARS

# THE GOLDEN HANDSHAKE

2015 commemorates the 100th anniversary of the partnership between Levi Strauss & Co. and Cone® Denim.

Cone Denim began in 1891 when brothers Moses and Ceasar founded Cone Export & Commission Company in Greensboro, North Carolina, near the eastern foothills of the Appalachian Mountains.

In 1905, they established the White Oak® Mill, named after a 200-year-old tree on its grounds. This mill would not only set the global standard for quality denim, it would become the world's most iconic denim mill.

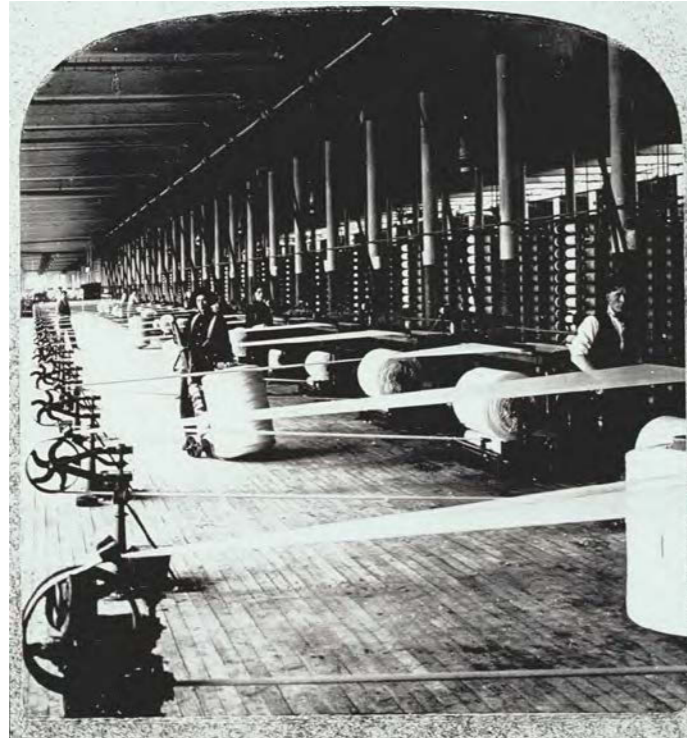
In need of a reputable denim supplier, Levi Strauss & Co. approached Cone, and in 1915 a historic agreement was struck granting Cone Mills the exclusive right to manufacture Levi's® proprietary Shrink-to-Fit™ denim for the production of all Levi's® Lot 501® Jeans. This Gentleman's Agreement became known as "The Golden Handshake."

Today, 100 years later, Levi Strauss & Co. still produces the 501® using Shrink-to-Fit™ denim from Cone Mills' White Oak facility in Greensboro, and we continue unearthing archival details about the fabrics we developed through our history with Cone, reproducing them faithfully at White Oak. Each weave carries the secrets of our long history within its warp and weft.

To commemorate this anniversary, Levi's® Vintage Clothing Fall Winter 2015 collection pays special tribute to Cone Mills to honor the centennial of "The Golden Handshake," the 1915 501® Jean, and the hardworking folk who joined hands to create it.



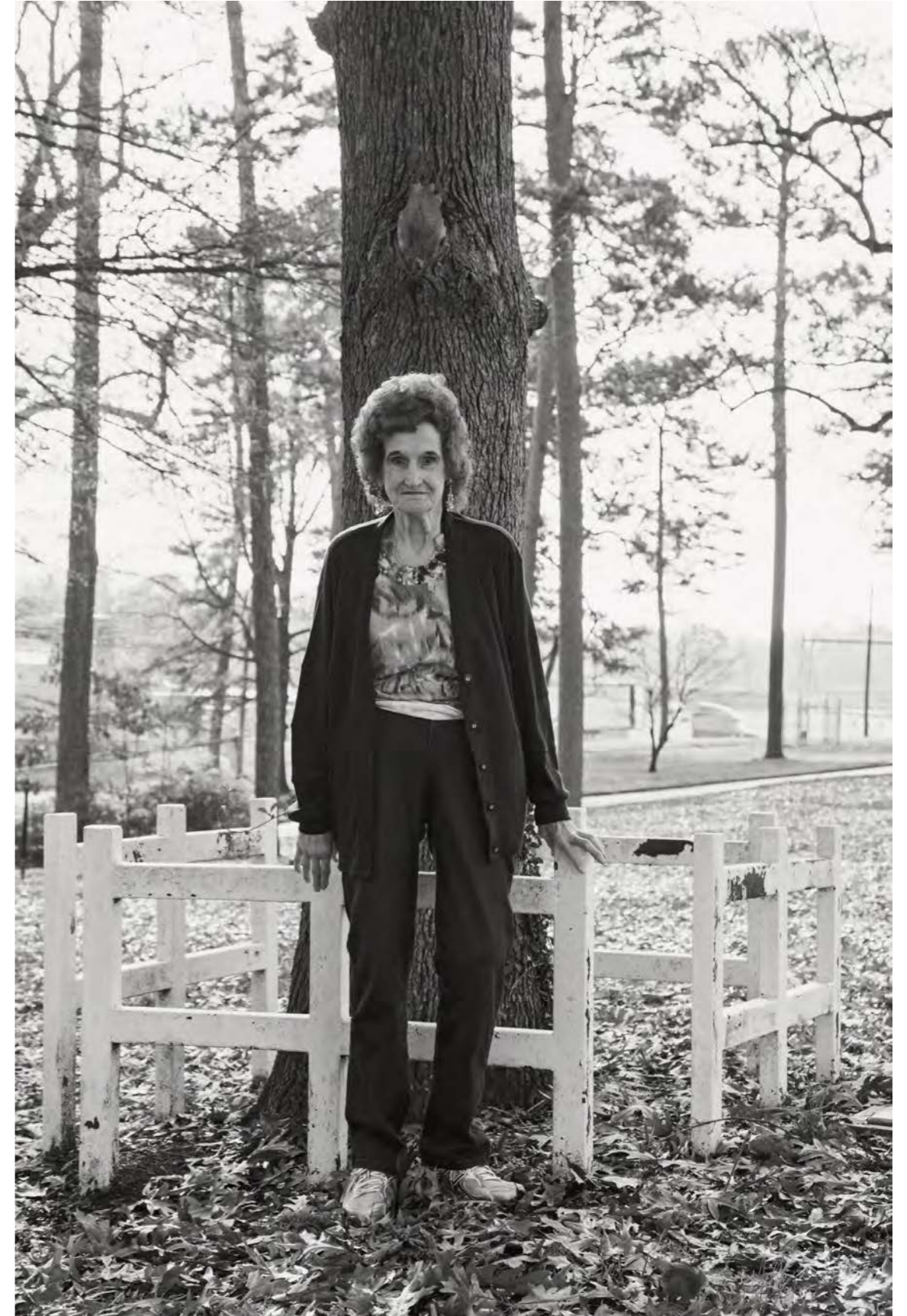
*White Oak Tree c. 1902. As a starting point for building the mill, land surveyors used the largest white oak tree in the forest — a 200 year old tree that measured four foot, two inches across the trunk.*



*Image from Cone Stereograph Collection (No. 10)  
Warpers, White Oak® Mill c. 1909.*



*George Westmoreland, known as "Red", loads yarn packages in the creel  
of a modern day warper at White Oak Mill.*



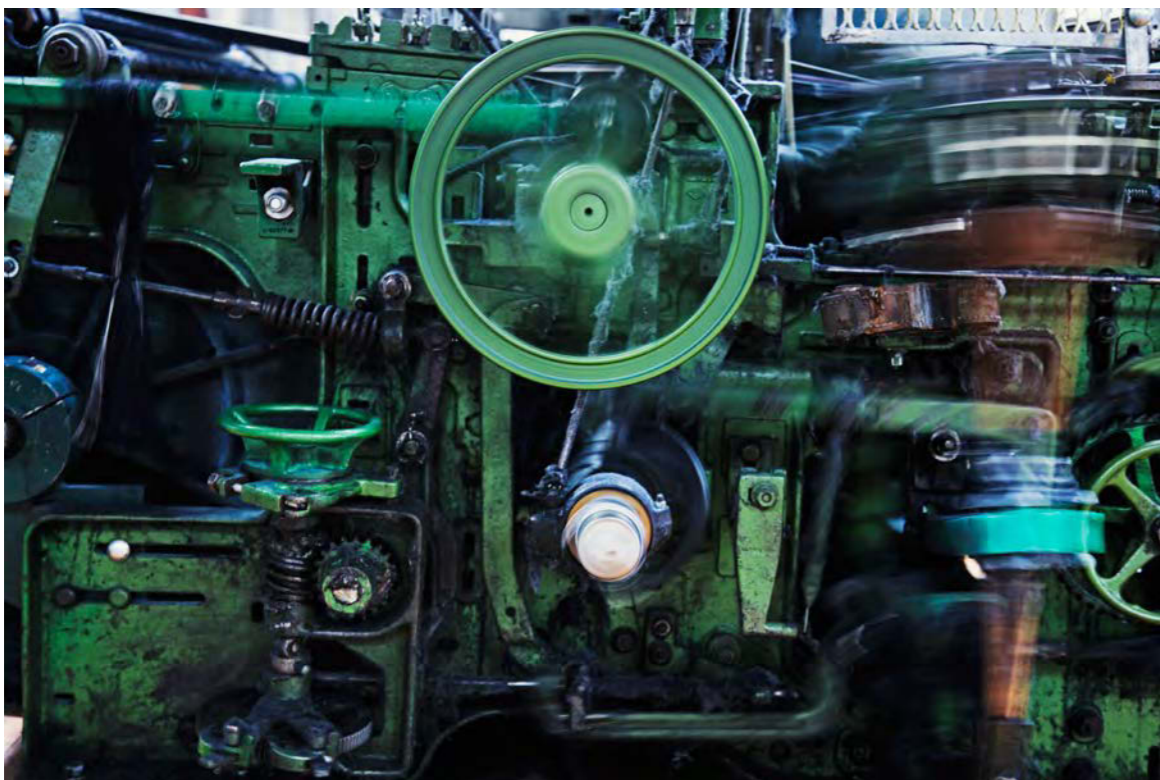
*Legendary weaver Mildred "Mickey" Bolen, retired after more than 55 years, stands in front of the symbolic  
white oak tree, replanted in 1976. The original tree was downed by a storm in 1930.*



*The gears and pulleys of the X3 shuttle looms, c. 1940s, work in rhythm to weave vintage selvage denim.*



*Experienced hands feel the warp to check for tension and harness heights.*



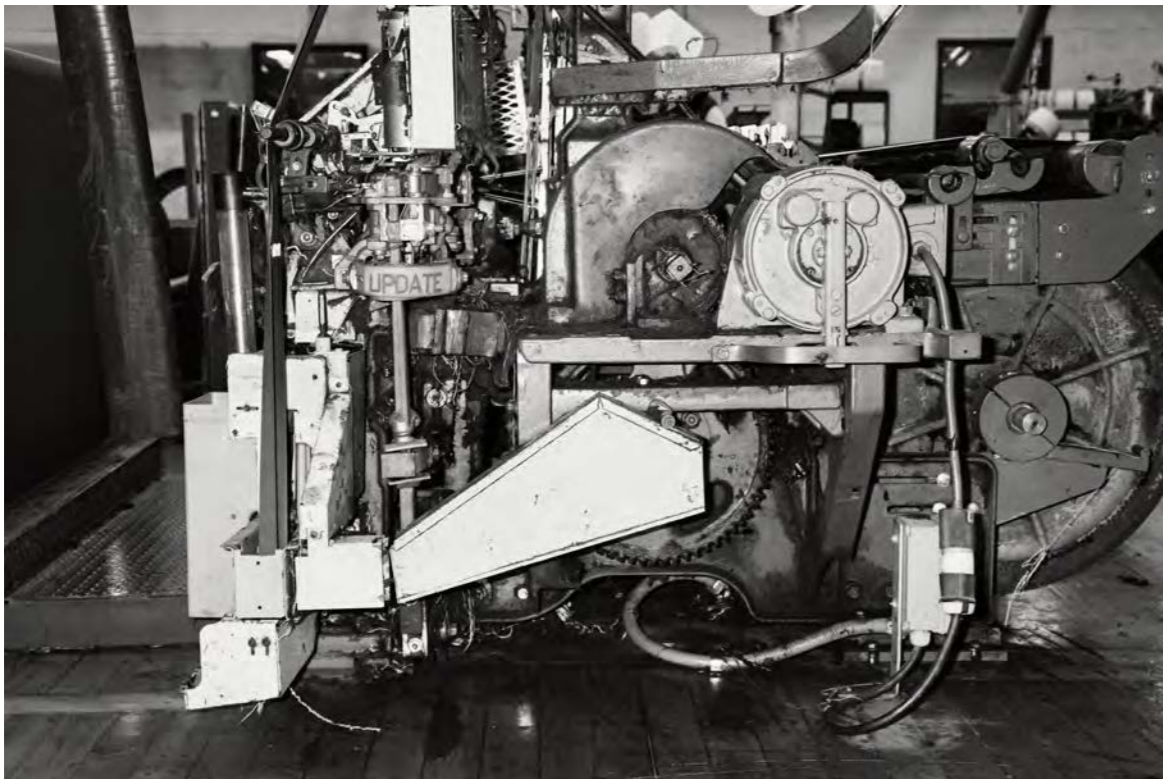
*Shuttle looms sit on original wood floors, allowing the loom's natural rocking motion to create unique character and weave within the selvage denim.*



*X3 Technician Mike Roberson understands the intricacies of maintaining the American Draper X3 shuttle looms at White Oak Mill.*



*Loom technician checks the setting on the bobbin transfer of the X3 shuttle loom which inserts the weft yarns.*



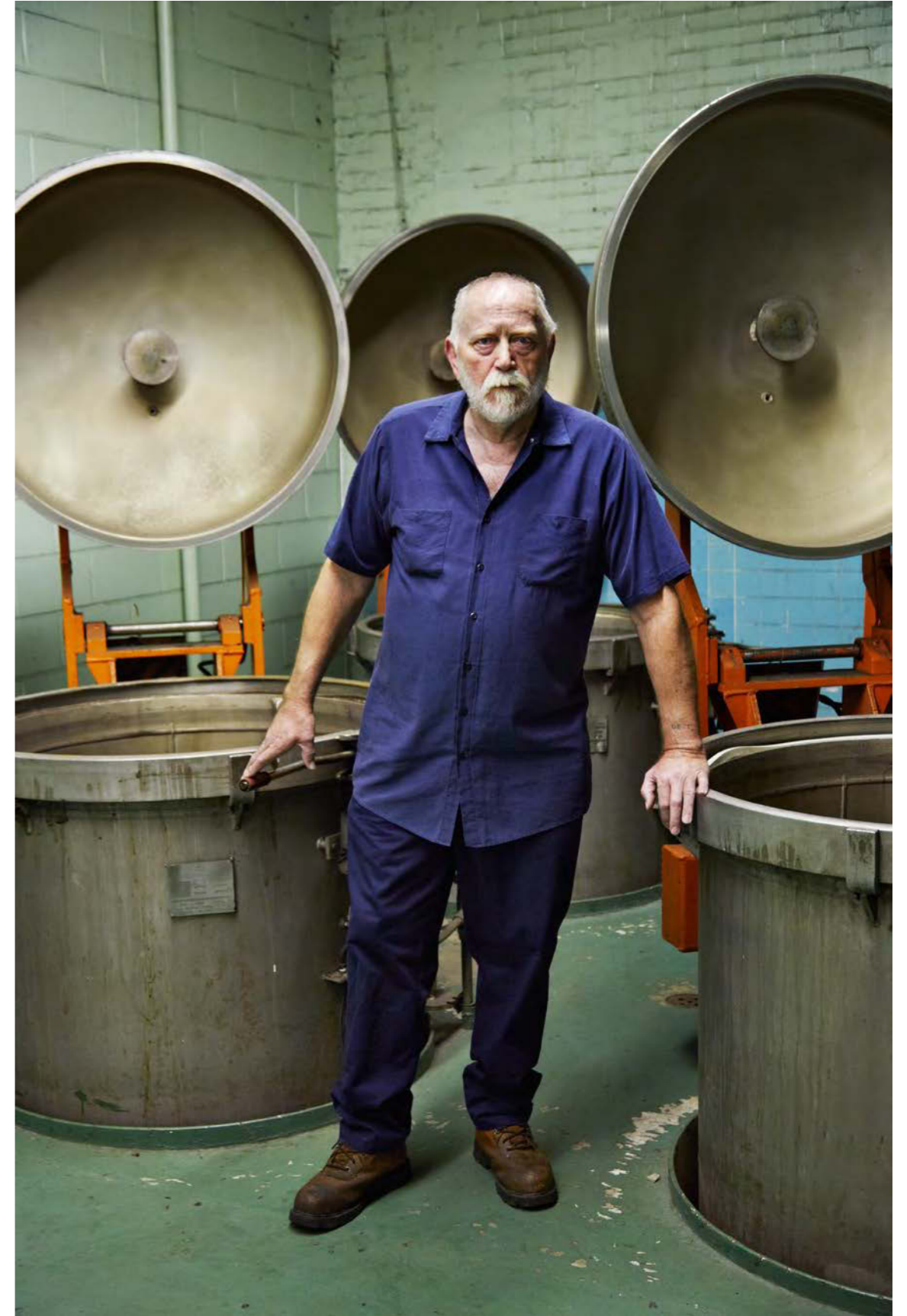
*Additional X3 looms, discovered outside in a field in SC, were completely restored and put back into production at White Oak in 2013.*



*Slasher Operator Jerome Arnold monitors creeling area of slasher where section beams are combined to prepare the warp for weaving.*



*Waves of narrow selvage denim fall gracefully as it moves through the finishing process.*



*Wayne Turner, Dyeing Overhauler, monitors dye vats where selvage yarns are dyed.*



# ELBERT "FRANK" WILLIAMS

OVER 60 YEARS AT WHITE OAK®

**L**AST YEAR, Cone® Mills' most tenured employee, Elbert "Frank" Williams, celebrated an unprecedented six decades at the company's White Oak® Plant in Greensboro, North Carolina. Frank's career longevity mirrors the fortitude of the 200 year-old tree after which the mill was named. Today at eighty years old, his appearance hasn't changed much from when he started. Still lean and fit in his well-worn blue coveralls and with an endearing smile, Frank's understated demeanor belies his extensive knowledge and expertise.

Frank was born November 15, 1935 in the "one-horse" town of Fries (pronounced "freeze"), Virginia, about 120 miles from White Oak. One of seven children, Frank had an innate curiosity to tear things apart and put them back together. By working with his family on the farm and in the local mill, Frank developed a remarkable ability to fix just about anything. He practiced his skills on lawnmowers and cars, and whatever else he could lay his hands on.

In November of 1954, Frank was hired at Cone just before his 19th birthday. He started by hauling warps, and continued working his way up the chain of command to his current position as a slasher technician, responsible for overseeing and maintaining essential production machinery. Over time, three of Frank's brothers would join him at White Oak; Warren for almost four decades as a head fixer, Mike for several years in the slashing department, and brother Jack who, in weaving, lasted only a single year as a department head. Being a fix-it kind of guy, Frank speculates "the supervising must've got to him."

With such a long history at White Oak, Frank is an invaluable asset, though he downplays his role by saying he just "fixes stuff that breaks." Frank taught himself to set up and rebuild a majority of the equipment in the facility. He walks several miles a day, patrolling rows of slashers and other equipment, monitoring and making micro-adjustments to speed and tension levels in order to ensure Cone's high standards are met. When needed, Frank hand-makes replacement parts as he has outlived many of the equipment manufacturers.

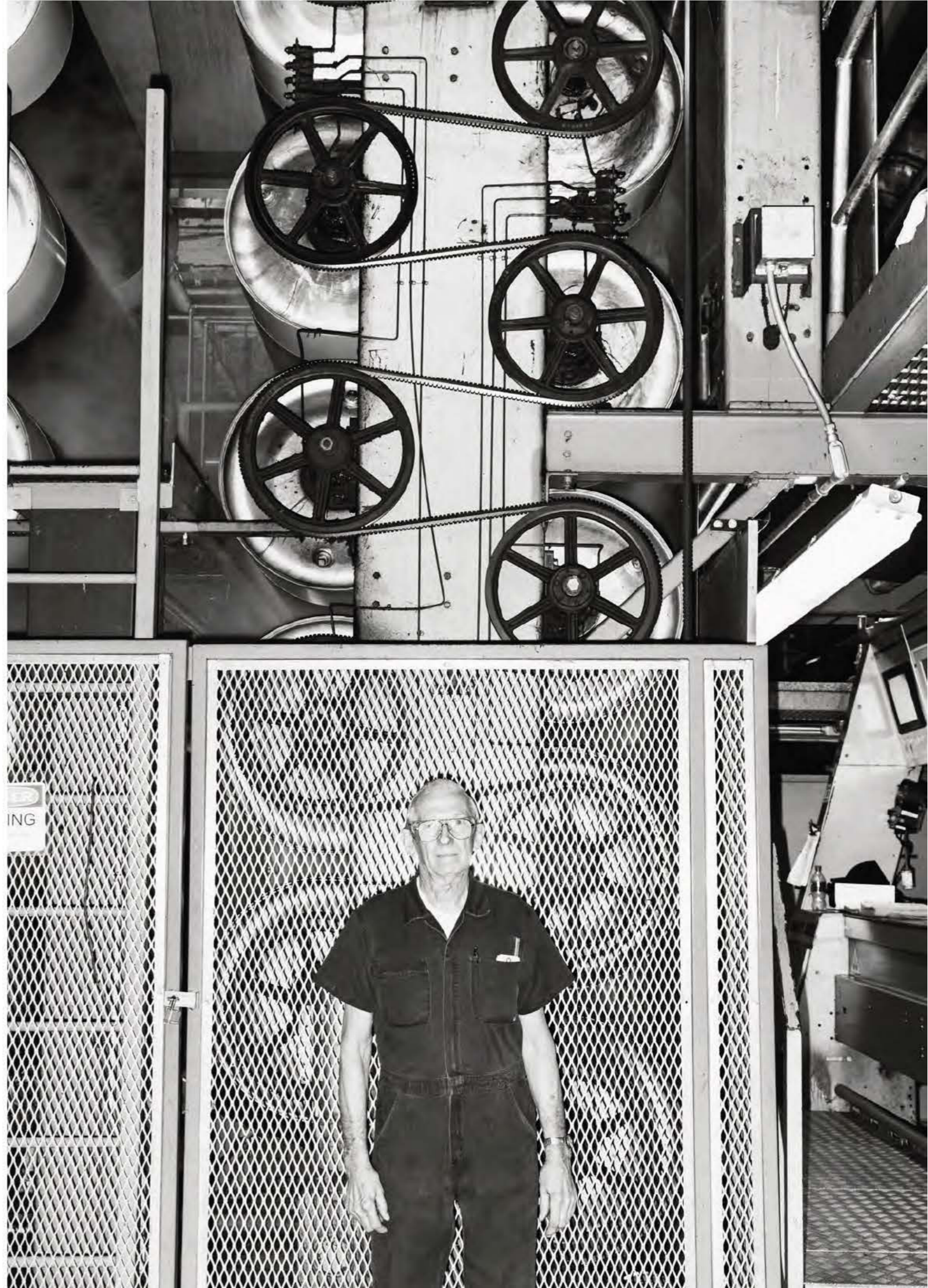
Frank has great respect for the machines in this century-old plant, and prefers to do things the old-fashioned way. He does admit, however, to being grateful for a few improvements in modern technology. Whirlwinds of cotton fibers that once flew through the air were eliminated by the arrival of modern filtration systems, and the original spray-out humidity system was replaced by the advent of air conditioning. Over time Frank has seen the machines grow in size and speed, more than doubling production.

Though Frank's sixty years of service is indeed exceptional, Cone's steadfast relationship with its employees has inspired many decades of loyalty and longevity. It is not unheard of for workers to cross the four and five decade mark, with multiple generations of families working together. The mill's efforts to ensure consistent employment for their staff, in spite of uncertain political and economic times, bolstered workers' allegiance. Frank was one of several employees who were drafted into the Vietnam War, but still received Christmas bonuses and special pay while serving their country. Readily they returned to their jobs at the plant after completing their military service.

Cone's resolute commitment also applies to its customers, says Frank. Levi Strauss & Co. was, and still is, their biggest client. Aware of the importance of that relationship, employees were even more motivated to push through challenging circumstances. Great efforts were made to bring in special holding tanks during the 1970s oil crisis to make certain that work never stopped.

Frank has served as a mentor to many at White Oak. He credits his unwavering work ethic to his humble upbringing and a desire to live a better life than his family before him. With due respect for the durability of the Levi's® denim he has helped make for six decades, Frank prefers to work in his coveralls for practical reasons; they simply hold more tools. When asked to reveal the secret to his success, Frank points upwards, thanks the man upstairs, and says "Just keep movin'. If ya sit down, someone's gonna catch up with ya."

Good advice indeed. ☺



**NORTH  
CAROLINA**



**1915**





*Opposite*  
1950s Shorthorn Shirt / 1915 Blanket Lined Sack Coat / 1915 501® Jeans



*Opposite*  
1920s Henley / Levi's® Youthwear Bib & Brace / 1915 Sack Coat



*Opposite*  
1920s Two Pocket Sunset Shirt / 1915 Sack Coat / 1915 501\* Jeans





*Previous*

1920s One Pocket Sunset Shirt / 1915 Sack Coat / 1920s Chinos Customised  
Ribbed Fisherman Sweater / 1933 501® Jeans / Suspenders  
1920s Levi's® Homerun Shirt / Levi's® Make Norfolk Coat / 1920s Levi's® Make Chinos  
Levi's® Youthwear Bib & Brace / 1915 Sack Coat

*Opposite*

1920s Levi's® Homerun Shirt / 1920s Levi's® Make Norfolk Coat / 1920s Levi's® Make Chinos





*Opposite*  
House Dress  
1930s Bay Meadows Tee / Levi's® Youthwear Bib & Brace  
1920s One Pocket Sunset Shirt / 1947 501® Jeans

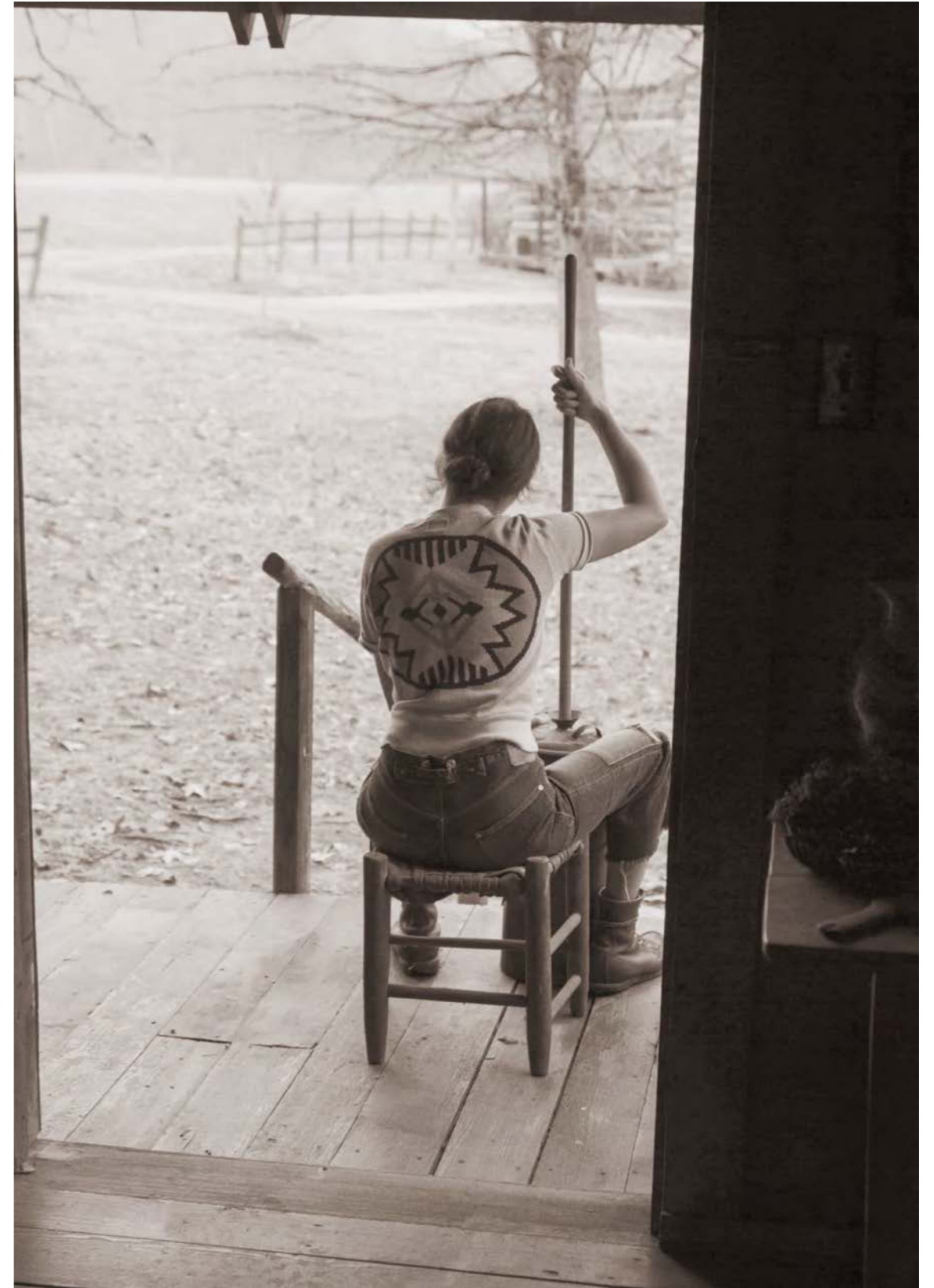


*Opposite*  
1920s Henley / 1915 501® Jeans / 1915 Blanket Lined Sack Coat / Bandana



*Previous*  
1920s Henley / 1915 501® Jeans / 1915 Blanket Lined Sack Coat / Bandana  
Jacquard Tee / Levi's® Strauss Hiking Coat / 1915 501® Jeans  
1950s Longhorn Shirt / 1954 501Z® Jeans

*Opposite*  
Jacquard Tee / 1915 501® Jeans







*Previous*

1950s Sportswear Tee / 1890 501® Jeans / Suspenders  
1960s Casuals Tee / 1944 501® Jeans

*Opposite*

1920s Henley / Levi's® Youthwear Bib & Brace



*Opposite*  
1920s One Pocket Sunset Shirt / 1920s Customised Chinos  
1920s Levi's® Homerun Shirt  
1915 Sack Coat



*Opposite*

1920s Two Pocket Sunset Shirt / Levi Strauss Hiking Coat / 1920s Customised Chinos  
1920s One Pocket Sunset Shirt / Suspenders





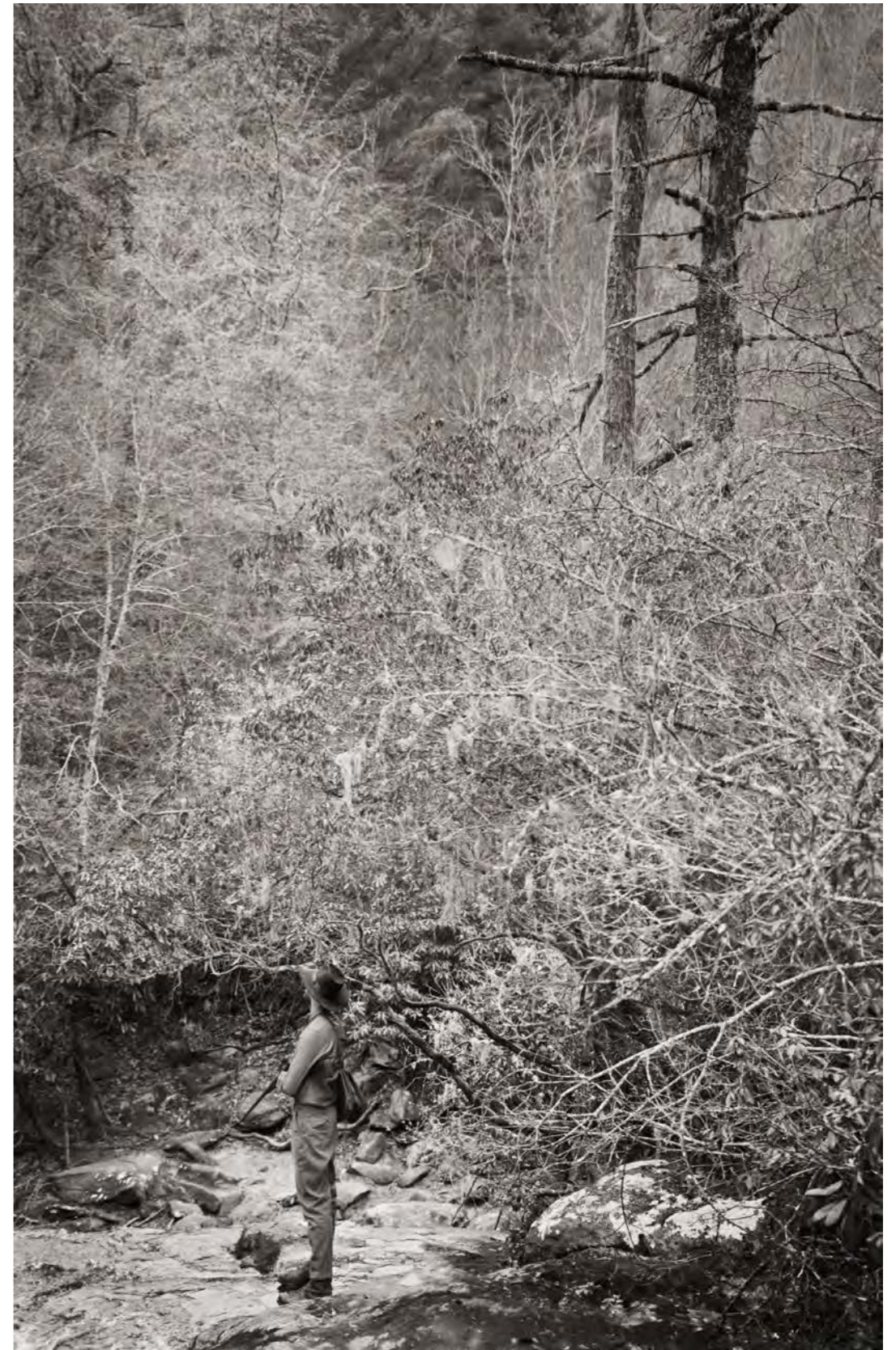
*Opposite*  
Levi's® All Wool Shirt Jacket / 1947 501® Jeans





*Opposite*  
1950s Shorthorn Shirt

*Opposite*  
1920s One Pocket Sunset Shirt  
1920s Levi's® Make Chinos

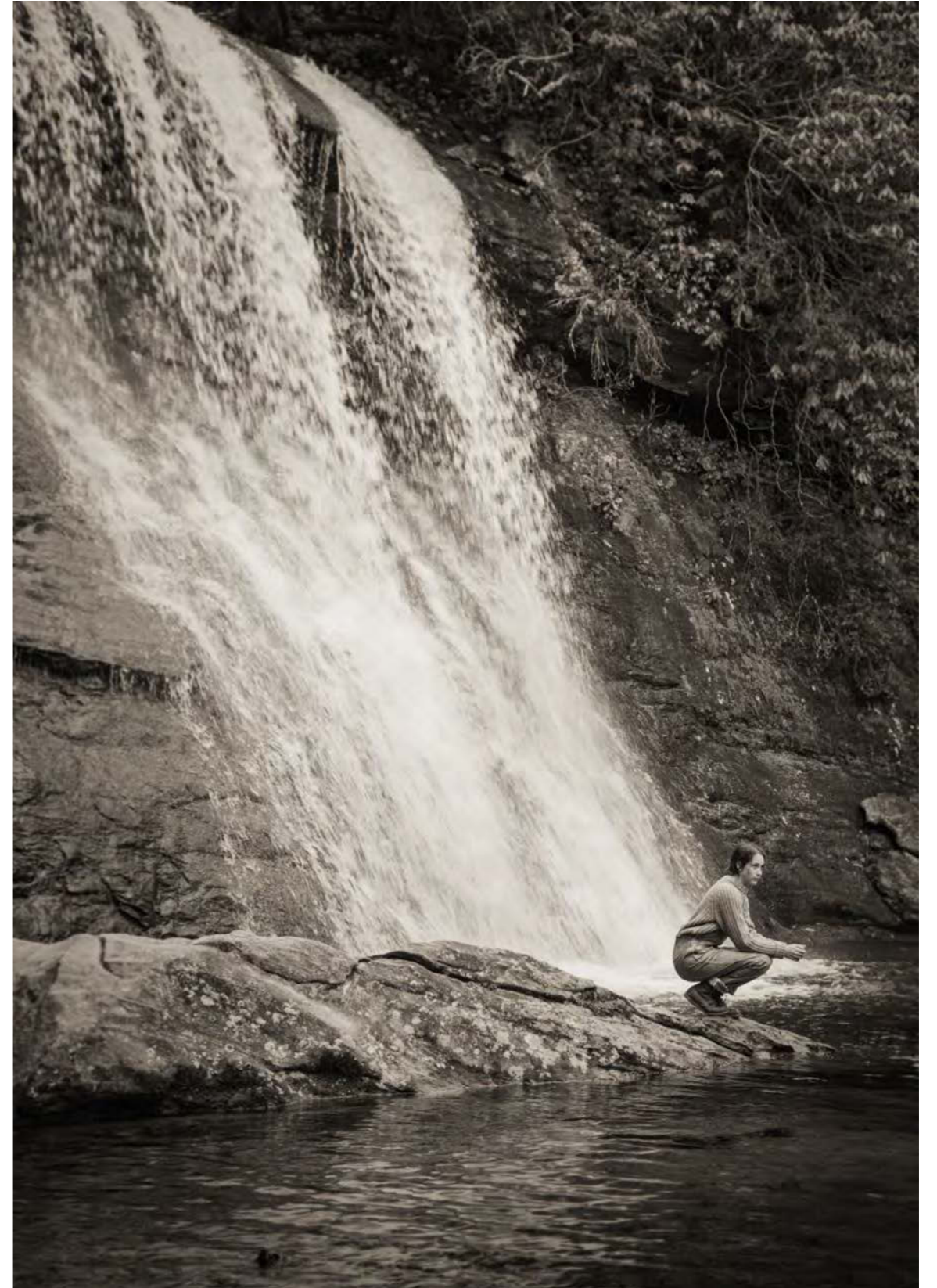




*Opposite*

1920s One Pocket Sunset Shirt / 1915 Sack Coat / Levi's® All Wool Shirt Jacket  
1950s Longhorn Shirt / 1930s Levi's® Leather Jacket

*Opposite*  
Ribbed Fisherman Sweater  
Levi's® Youthwear Bib & Brace

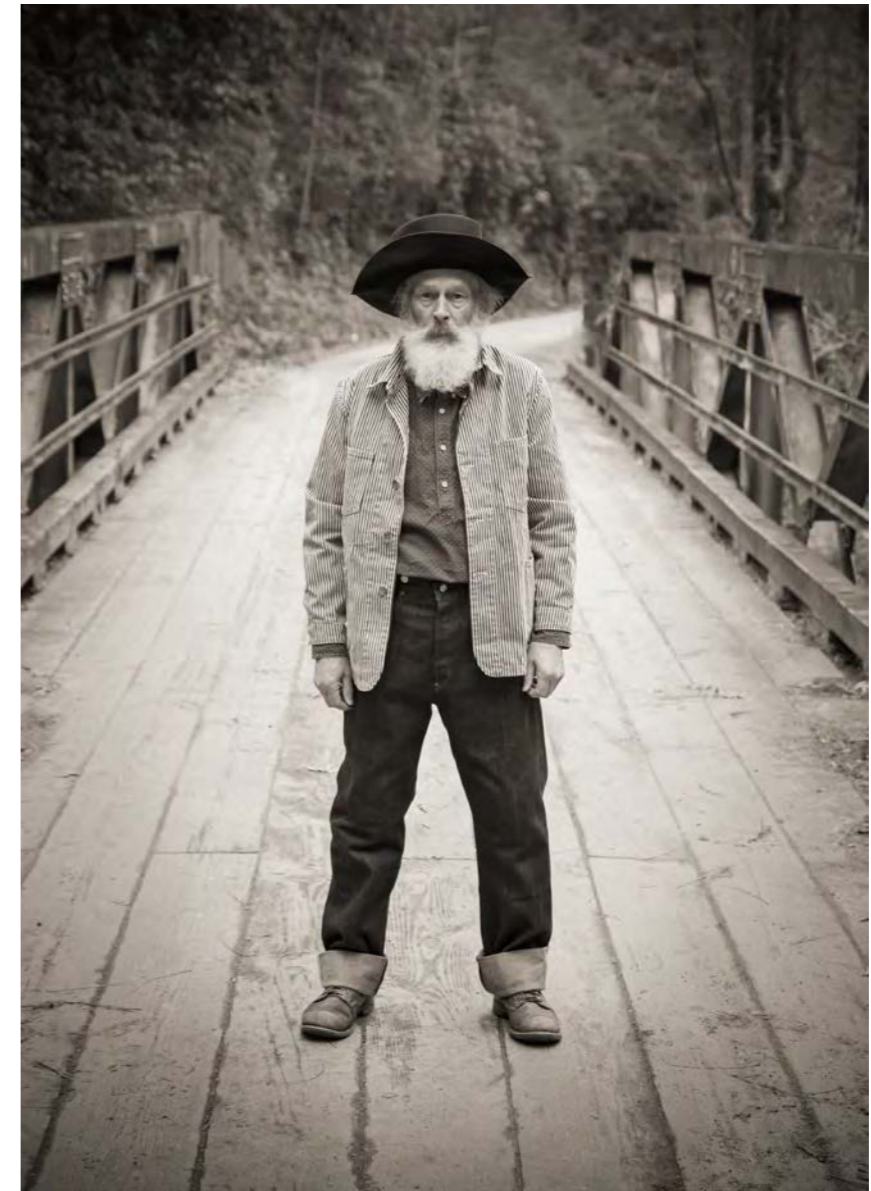




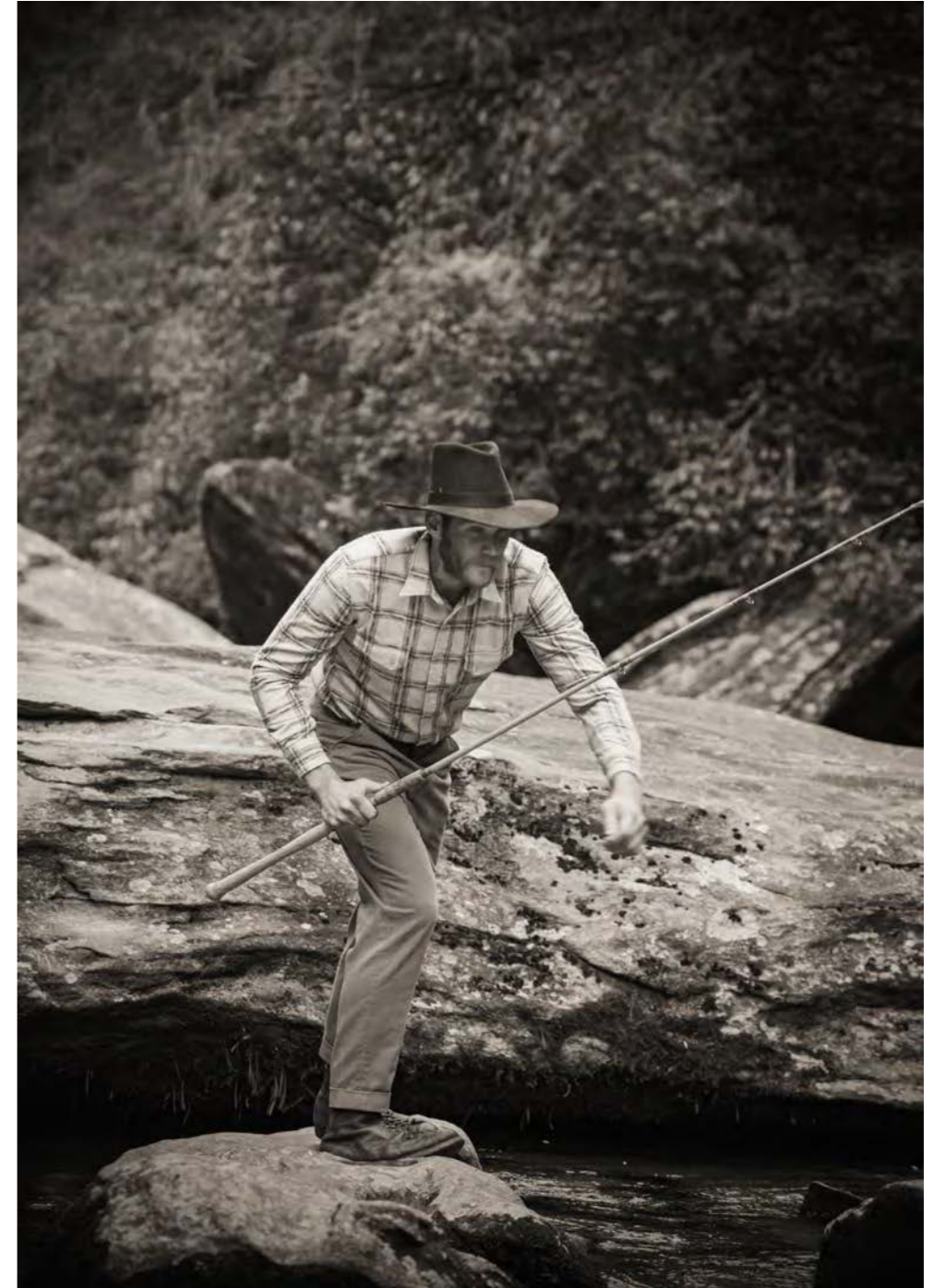
*Previous*  
1950s Shorthorn Shirt / 1954 501Z® Jeans







*Opposite*  
1920s One Pocket Sunset Shirt / Lot 71 Sack Coat / 1890 501® Jeans



*Opposite*  
1950s Longhorn Shirt / 1920s Levi's® Make Chinos



*Opposite*  
1920s Henley / 1920s Levi's® Make Chinos





*Previous*

1920s Two Pocket Sunset Shirt / 1915 Sack Coat / 1915 501® Jeans  
1920s One Pocket Sunset Shirt / 1930s Levi's® Leather Jacket / 1920s Levi Strauss Balloons  
1950s Shorthorn Shirt / 1933 501® Jeans  
Styled by Levi's® Wool Shirt / 1915 Blanket Lined Sack Coat / 1890 501® Jeans

*Opposite*

1880s Triple Pleat Blouse / 1890 501® Jeans  
Lot 71 Sack Coat / 1920s Levi Strauss Balloons



*Opposite*

1920s One Pocket Sunset Shirt / 1915 Sack Coat / Levi's® All Wool Shirt Jacket



how to

# WASH, WEAR & CARE

for your



rigid 501s®

*Get the right fit. One that suits you best!*

OPTION 1



**KEEP 'EM RIGID**  
buy 'em small for the worn look

**DIP IN THE 'TUB**  
measure up for a snug fit

OPTION 2



OPTION 3



**WASH 'EM GOOD**  
buy 'em big for wash 'n' wear everyday jeans

## option 1

# KEEP 'EM RIGID

Some folks like to wear their rigid 501s® without washing. If you make this commitment it will take time for a wear pattern to appear, but eventually you will get the most dramatic look and become the envy of all your friends. As you won't be washing your 501® jeans you may want

to find an alternative way to freshen them up. You could dry clean, but that's only if you don't mind chemicals being used on your denims. You could also try hanging your jeans outside in the fresh air for a few days. Folding up your jeans and putting them into your freezer also does the same job.



**1 BUY 'EM SMALL**  
If you're not going to wash your rigid Levi's® 501® jeans, buy **one size smaller in the waist** and buy **your true size for length**.

**2 DON'T WASH 'EM**  
After the first few wears of your new jeans **the waist will stretch to your size**.

**3 THE WORN LOOK**  
The wear effect on a true rigid jean will always give the most dramatic look.



## option 2

# DIP IN THE 'TUB

The first time you wear your 501<sup>®</sup>s, climb into the bathtub and let them soak on your body. Hotter water equals more shrinkage. When you're finished, drain the tub, squeeze the excess water from your legs then get outside in the sunshine with a good book and let your denim become a second skin. If the sun is on vacation, stay indoors and make like a yoga enthusiast, bending and stretching your jeans into shape. When you're happy with the result, slip them off and dry them over the back of a chair. When your jeans are dirty, just climb back into the tub and wash with a little soap.



**1 MEASURE UP**  
If you plan to shrink your rigid Levi's<sup>®</sup> 501<sup>®</sup> jeans in the bathtub, buy **your true size in the waist and two sizes bigger in length.**

**2 RELAX 'N' SOAK**  
Shrink your jeans in a warm bathtub for at least 30 minutes.

**3 A SNUG FIT**  
A tub shrunk jean will shrink to fit snugly to your body shape.

## option 3

# WASH 'EM GOOD

If you don't feel the need to get technical, just head to the laundry room and wash 'em the way your Mom would. Be sure to turn your rigid 501<sup>®</sup>s inside out and machine wash at 86° F / 30° C. Don't tumble dry, or you'll wind up seeing a shrink in more ways than one. Dry your jeans in the open air if you can, it makes them smell real good, like nature. Or if you're a homebird, hang them in a warm place until they're crispy. The next few washes will shrink them a little more and a gradual fade will occur. Just avoid tumble drying and hot radiators, they are to denim what kryptonite is to Superman.



**1 BUY 'EM BIG**  
If you plan to machine wash your rigid Levi's<sup>®</sup> 501<sup>®</sup> jeans, buy **two sizes bigger in the waist and two sizes bigger in length.**

**2 LAUNDRY DAY**  
To achieve your size, machine wash your jeans inside out at 86° F / 30° C.

**3 EASY DOES IT**  
Leave the Laundromat with everyday jeans you can wash and wear.

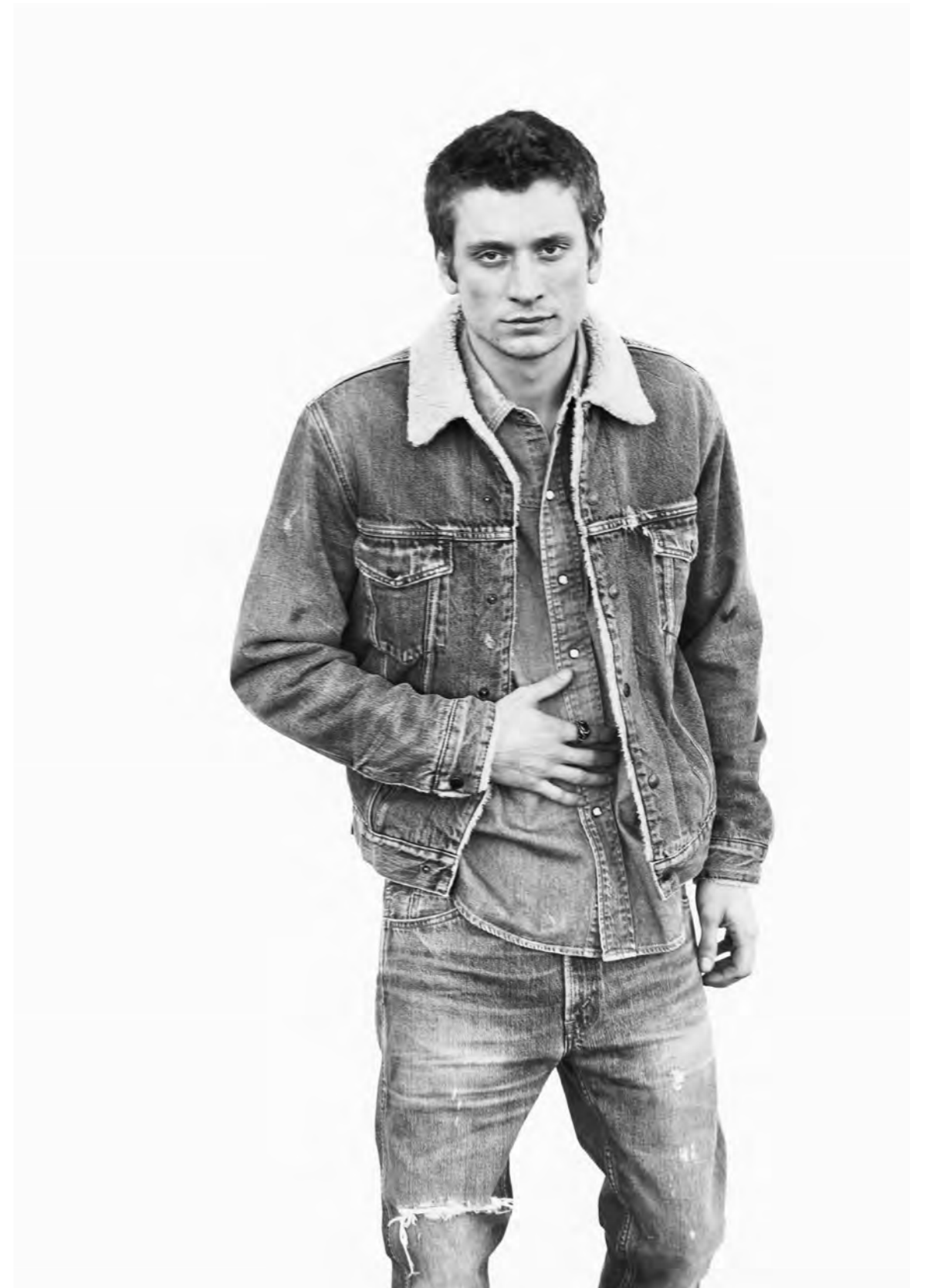
**Quality  
Never Goes  
Out Of  
Style**



*Opposite*  
1955 Sawtooth Denim Shirt / 1966 501® Jeans

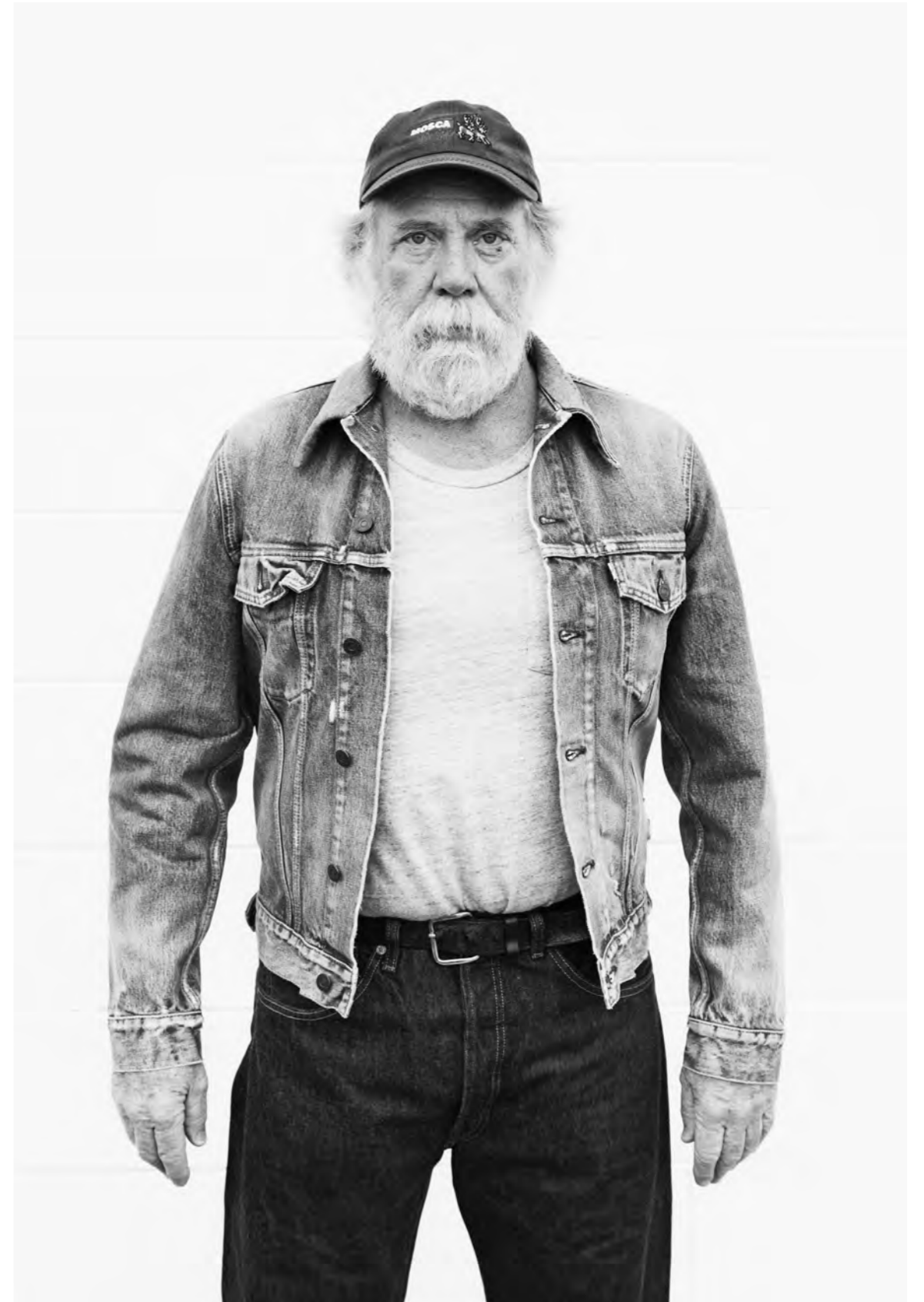


*Opposite*  
1960s Chambray Shirt / 1969 606® Jeans Customised



*Opposite*

1950s Levi's® Denim Shirt / 1969 606® Jeans / Type III Sherpa Lined Trucker Jacket

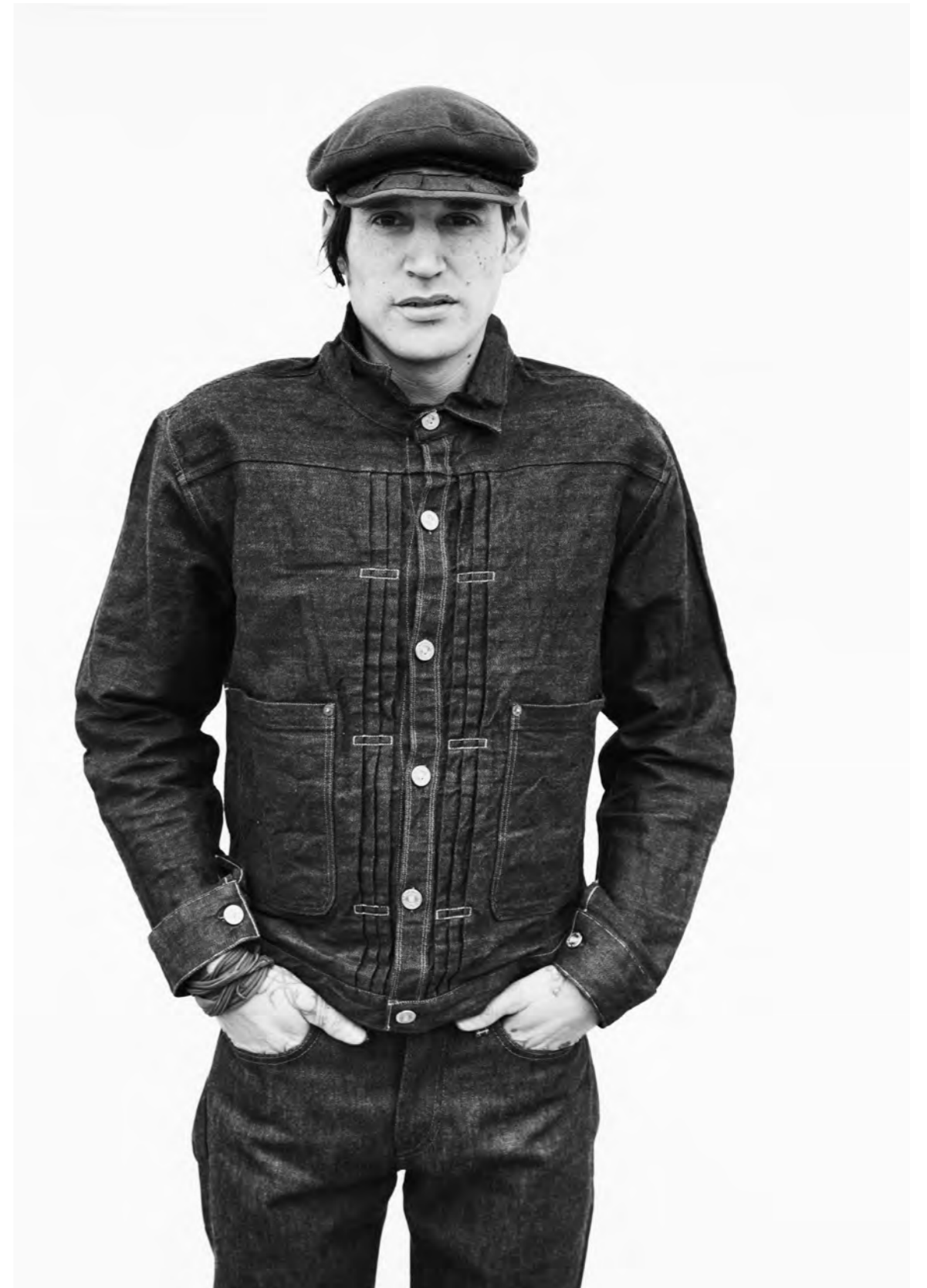


*Opposite*  
1950s Sportswear Tee / 1978 501® Jeans / 1967 Type III Trucker Jacket



*Opposite*

1930s Bay Meadows Tee / 1969 606® Jeans Customised / Womens Type III Trucker Jacket



*Opposite*  
1980s Triple Pleat Blouse / 1954 501Z® Jeans





*Opposite*

1970s Levi's® Tee / 1933 501® Jeans / 1953 Type II Jacket / Suspenders



*Opposite*  
1950s Levi's® Denim Shirt / 1947 501® Jeans



*Opposite*  
1954 501Z® Jeans / 1936 Type I Jacket



*Opposite*  
1970s Denim Shirt / 1966 606 Super Slims® Jeans

*Opposite*  
1950s Sportswear Tee / 1950s 701® Jeans

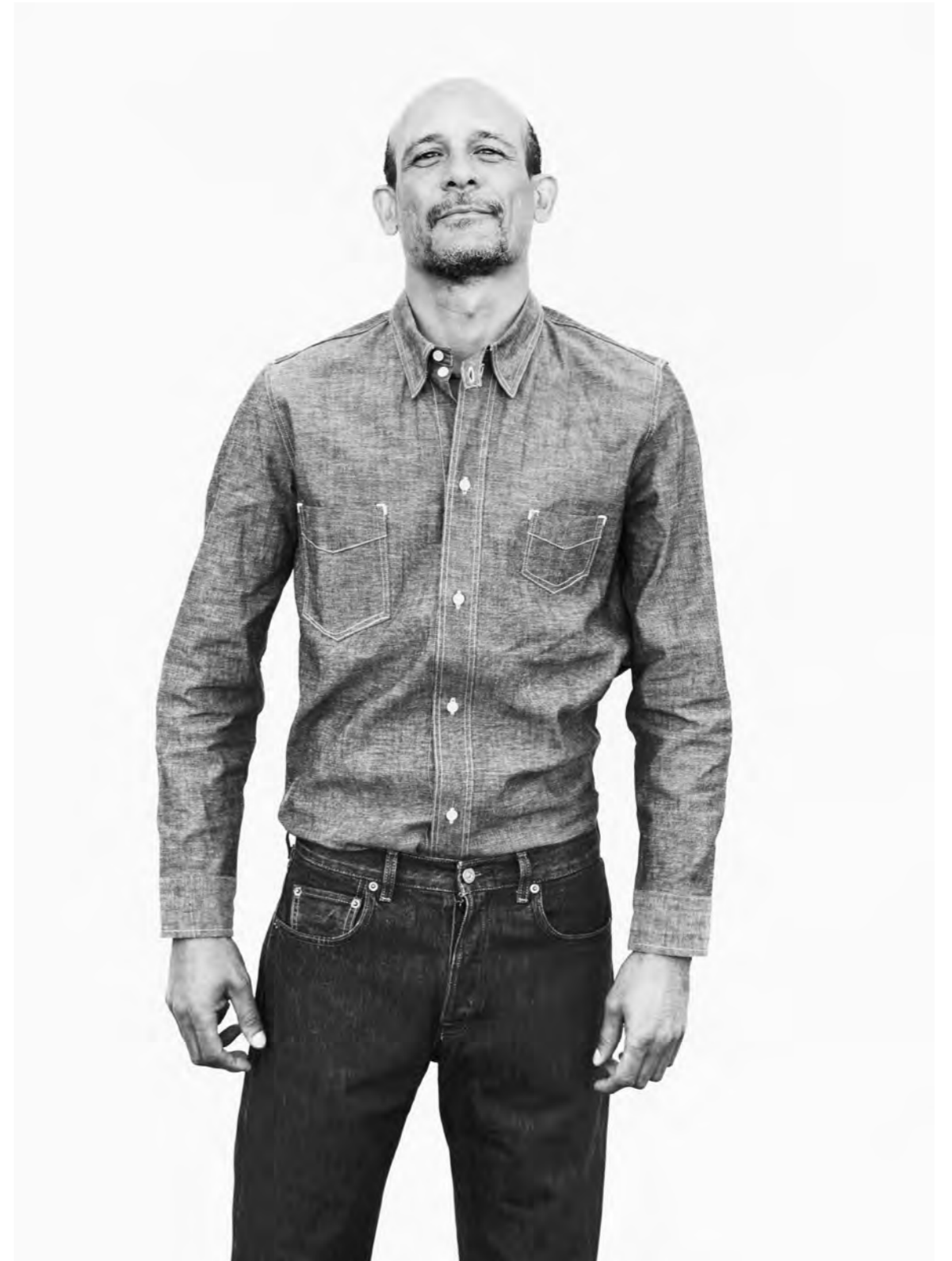




*Opposite*  
1950s Levi's® Denim Shirt / 1947 501® Jeans



*Opposite*  
1950s Sportswear Tee / 1966 606 Super Slims® Jeans



*Opposite*  
1920s Two Pocket Sunset Shirt / 1967 505\* Jeans





*Opposite*  
1950s Sportswear Tee / 1967 505\* Jeans Customised



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