

# U.S. GLOBAL VALUE CHAIN COALITION

## LEVI STRAUSS & CO.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in **more than 110 countries worldwide** through a combination of chain retailers, department stores, online sites, and a global footprint of approximately **2,900 retail stores and shop-in-shops**.

### U.S. DIRECT EMPLOYMENT

6,700

### U.S. DISTRIBUTION CENTERS

4

### U.S. RETAIL OUTLETS

22,000

### TYPES OF EMPLOYMENT

#### Design and Development

Apparel designers, fabric engineers, textile chemists, sourcing experts, product developers, quality and safety specialists, innovation teams

#### Distribution and logistics

Trade managers, engineers, customs specialists, market analysts, distribution teams

#### Retail stores and e-commerce

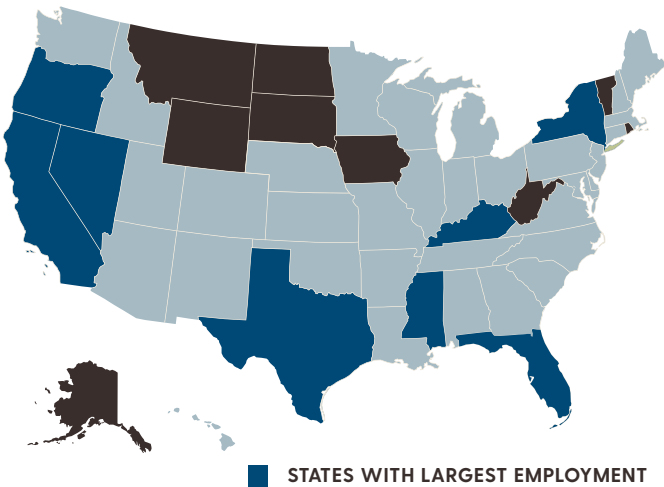
In-store design, packaging teams, store management, store sales teams, inventory management

#### Merchandising and marketing

Marketing specialists, advertising creatives, demand planning, merchants, sales managers, strategists, finance leaders

In 2014, Levi Strauss & Co. moved its innovation program to the United States, opening our **Eureka Innovation Center** down the street from our San Francisco headquarters. Focusing design and innovation in the United States has enabled us to test designs at a small scale, learn quickly, make improvements and rapidly incorporate these changes into broader production globally.

### STATES WITH DIRECT EMPLOYMENT



### MISSION

The U.S. Global Value Chain Coalition is on a mission to educate policymakers and the public about the American jobs and the domestic economic growth our companies generate through their value chains.

“ As an American business with a global footprint, we know international trade enables the hundreds of thousands of U.S. jobs that directly support our industry, the millions of jobs it indirectly supports, and the U.S. consumers who benefit from affordable prices. ”

**CHIP BERGH, CEO AND PRESIDENT**