

Levi's Jeans Marketing Plan

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### *Introduction*

Throughout decades, denim has become a part of our classic wear piece. There has been many denim brands who have been very successful but nothing like the brand we know today that is known to be Levi's. Levi's is one of the world's largest brand-name apparel companies and a global leader in jeanswear. Levi's designs and markets jeans, casual wear, and related accessories for men, women, and children (Levi Strauss & co.). During 1853, Levi Strauss was an immigrant from Bavaria. Strauss at this time had opened a dry goods company in San Francisco, California during Gold Rush. Since then, he had acknowledged how hard people were working and he decided to manufacture the first waist overalls in 1873 (Levi Strauss & Co. History). The first overalls became a part of a uniform that was worn by miners, cowboys, rebels, and rockstars.

**Mission Statement:** The mission of Levi's Strauss & Co. is to sustain responsible commercial; success as a global marketing company of branded apparel. They balance goals of superior profitability and return on investment, leadership market positions and superior products and services. They conduct business ethically and demonstrate leadership in satisfying their responsibilities for their communities and to society (wordpress, 2012).

**Vision Statement:** When LS & Co. describe the future of Levi they are talking about building on the foundation they have inherited: affirming best of their Company's tradition, closing gaps that may exist between principles and practices and updating some of their values to reflect contemporary circumstances (wordpress, 2012).

### **Evaluation and Brand Audit**

Levi's as an apparel company has not experienced minor downfalls. Levis like other retail brands experienced a drop in retail sales for the month of December with about 1.2%. While Levi's remained having an impact on gross domestic products, uncertainty remains with U.S and China tariffs. These drastic changes are caused by changes in consumer shopping habits, which include increase in e-commerce (Garcia, McKenna, 2019). According to Levi's net sales worldwide from 2005 to 2018 we notice a slow 1 billion increase from year to year. From 2005-2008 Levi's had an increase of 4.02 billion to 4.4 billion. In 2009-2010 we notice a decreasing slope, which was caused by the stock market crash. Since then Levi's has been steady in the \$4 billion range leading to a major increase in 2018 with a net revenue of \$5.58 billion (Statistics. (n.d.). As a private company one can infer that Levi's has been a major competitor in the denim industry. However, as a private company they have had a slow increase in net revenue, due to negligence from the global market consumers.

Levi's has tried to step up their marketing efforts by becoming a fixture at sporting events and festivals, however the company remains to experience accounting challenges. There are five obstacles Levi's faces before becoming a public company. Levi's is establishing a dual-class share structure, with class A shareholders entitled to one complete vote and B voters having 10 votes. B shareholders will be constructed of family descendants. Next, Levi's wants to evolve to more than just mens denim. They want to expand to womens clothing and have a bigger impact in the global market. Levi's also depends heavily on wholesale partners which is a plus. Wholesale partners for levis account for 30% of their revenue. However, any negative changes in these patterns can cause negative effects to levis business. Levis is also trying to perfect their tech system; unfortunately one of their attempts failed, levis experience 98% decline in quarterly net income due to this tech issue. Lastly climate change has played a major threat, implications

of government regulation has forced levis to adapt in compliance to these new environmental regulations (Garcia, McKenna, 2019).

Levis in march 2018 gave denim lovers the opportunity to invest in more than just a pair of jeans. Levi's became public by opening their stock market shares for the first time in more than three decades; listing 37 million shares in the New York Stock Exchange pricing between \$14-\$16 which will revenue Levi's with \$550.5million, leading them to compete with stock markets like Nike and Adidas. Levi's chose to return to public markets because of the renewed strength of the brand and its growth potential in categories like women's apparel and international markets like China (Maheshwari, 2019). Levi's revenue has been slow through out some time, they would do whatever in order to keep themselves relevant so they have believed that keeping them to the public market will allow themselves to stay relevant and produce more profits. The question is would consumers stick with them or make them fade off into just being a basic pair of blue jeans?

Another downfall that Levi's might have faced was that there came a time where Levi's was not as popular or trendy. While years started to go by a lot of mass market brands began to produce denim at a cheaper price. Any 501 jean can range from 90\$ to \$400 in today's date. At one point consumers were looking for different kinds of ways to buy denim at a cheaper price, and not buy premium brand jeans like in today's date, that is why they would go into stores like H&M, Forever21, Uniqlo, and even Gap. Consumers found it easier to purchase denim anywhere locally and at a better cost.

### **Target Market**

Levi's target market is centered of a demographic segment of 20 to 35-year-olds. Male and female, usually the target market is college students or college grads with an income range of 30,000 to 45,000 (Camel, 2015). Levi's psychographic segmentation includes young men and

women who are outgoing and spend a great deal at concerts or festivals (Camel, 2015). Levi is always trying to be aware of the younger generations such as Millennial or Generation Y. Levi also tried to target older customers like males up to the age of 34 with their Wide Leg Jean campaign, “Make Room“(Gale, 2007). Since re-launching Levi will try to connect more with consumers ranging in their 30s by incorporating celebrities and influencers in their marketing strategies who represent that age group. Levi customers also share an interest in cycling which in the past the brand launched a line dedicated to clothing design for a cyclist (Robinson, 2014). The genre that that Levi customers listen to is rock and hip-hop music and are also readers of GQ and US weekly magazine (Camel, 2015). A large amount of their time is spent with friends and family via social media due to their generation being tech savvy. The geographic areas that Levi’s targets are usually, urban settings (Camel, 2015).

### **Top Competition**

#### *Past Competitors*

##### True Religion:

True Religion is known for their signature stitching and higher pricing. True Religion was very popular in the mid 2000’s with many young men and women, usually from urban settings wearing these jeans. These jeans definitely incorporated and set the way for other denim companies to advertise to street culture and made a mark in street wear.

##### Calvin Klein:

Calvin Klein was a leading fashion luxury brand throughout the years the reputation has been on the decline. Formed in 1968 in New York the brand is marketed for women and men and has a collection of apparel and other products that are manufactured and marketed through an extensive network of licensing agreements and other arrangements worldwide (Bhasin, 2019). Even though Calvin Klein has not been doing so well these past years, the brand is still a top

competitor and difficult competitor for Levi due to its wider range of products, quality reputation, and upscale presences (Camel, 2015). Calvin Klein's target market is different than Levi's Calvin Klein jeans are priced a bit higher than the rise which leads customers to believe that the quality is better. Calvin Klein also has a trendier look which Levi's should incorporate more of in order to strive among their competitors (Bhasin, 2019).

#### Abercrombie & Fitch:

Is an American lifestyle brand that focuses on casual wear, it was once known for its sexualized ad campaigns and using models as brand representatives. Their main competitors were Aéropostale and American eagle outfitters. Abercrombie and Fitch was the higher priced alternative of the three and were worn by many young adults at its prime.

#### Gap:

Gap was known for their denim campaign and tv commercials which usually incorporate recognizable celebrities promoting their denim collection. Gap also provides consumer with a less expensive alternative while still having great quality.

#### *Current Competitors*

#### Wrangler:

Levi's top competitor is still Wrangler. Wrangler is an American produce Jean brand which also works with other apparel, in particular work where. Wrangler was formed in 1904 and its headquarters are in North Carolina, United States (Bhasin, 2019). The company is owned by VF Corporation. Wrangler is heavily compared to Levi's due to both been produced in the United States (Bhasin, 2019). Many people see Wrangler as a classic American brand, which is why it is a top and similar competitor to Levi's.

Wrangler produces comfortable and stylish products at an affordable rate. Just like Levi's, it is known for its quality and durability. The company has created a platform for innovation and creates great ideas to develop the best jeans and jackets. Wrangler is committed to create functionality in all their products in order to improve the life of people (Bhasin, 2019). This company respects themselves, their Western heritage and environment they live in (Camel, 2015). They value their customer satisfaction and implemented a one-year warranty on all the products they manufacture (Camel, 2015). The company also has a wide distribution channel and sells jeans to mass merchandisers such as Target and Walmart as well as having their own stores located in many locations (Bhasin, 2019).

#### Madewell:

Madewell is an American multi brand and specialty retailer. The company J.Crew owns the brand Madewell which used to focus primarily on their bib overalls, jeans and dungarees (Schlossberg, 2015). Madewell is known for their aesthetic and unique pieces, setting them apart since they're moving away from fast fashion trends. The brand has also been doing better than their owner J.Crew in the recent years due to Madewell focusing on a niche market that can be seen as "cool" (Schlossberg, 2015). Madewell is also known for having a wide range in sizes and styles, making it a competitor for Levi's. Madewell is also a lifestyle brand which also creates competition because it has a specialized market. With our re-launch we would eventually like to take Levi to the level of market segmentation.

#### Everlane:

Everlane is an American company who primarily was in menswear retailer in 2010. The company then started to sell men's and women's clothing online. The brand is known for its casual and basic clothing as well as their denim when it was launched in 2017 (Segran, 2018). Everlane is a company that promotes sustainable practices and provides customers with

information on their eco-friendly products. This company can be a competitor for Levi's because of their more sustainable approach for both brands have the ability of the learning from each other, since Levi is an older brand he has the experience and still has brand relevance. As for Everlane has a new and exciting way to shop since they are relatively newer brand they more in touch with how consumers are currently shopping. Everlane uses social media and innovations in making sustainable garments to their advantage to stay connected to this generation.

### **Recommendations**

#### 1. Creating a market based on sustainability

Levi has always been a leader and sustainability since 1991 is has established and I'm proving their workers' rights, healthy work environment and ethical engagement with the planet. Levi has been pushing the envelope when it comes to being green. Sustainability has been sort of a trend for the past years and many brands are trying to create brands that are eco-friendly and intriguing customers to follow this lifestyle. Since Levi has always had a green approach this is a great opportunity for the company to prosper. The process of denim can be very harmful to the environment, with dyes and chemicals getting into the air and water. Levi also has a reputation for being good and quality and durability, this is self can create attachments with product or brand because consumers will not want to shop anywhere else.

Levi's approach to their lifestyle or brand is to create an impact. Instead of setting a fashion trend, they are trying to encourage customers to be conscious though when they purchase a pair of jeans that it is not an isolated event (Segran, 2017). The garment has an impact before they purchased it. In terms of the people who made it and the waste and resources that was involved in creating it. With this involvement of letting the customer know every step of the way consumers would feel like they are a part of something special and they're contributing into something that is making the environment better.

## 2. Sustainable Life Campaign: Advertising (commercials, ad, editorial, YouTube, social media outlets)

In order for consumers to know the Levi is the leader of sustainability, we recommend on making a sustainable life campaign called #TheEcoWay. In this campaign we will show consumers well Levi's values are and what they stand for, as well as giving information on the process of jeans and how they compare to other brands that are not sustainable. Hopefully this approach will spark some interest to the consumer, because they will know more about Levi's process and lifestyle. The goal is to reach the audience and connect with them on matters that matter. There is no denying that men and women of today, especially millennial are staying up for ethical practices. As we see more young men and women protest on global warming and saving the whales. The #TheEcoWay will create exclusivity and have consumers feel like there are part of a movement, that can create a domino effect for other brands to promote and install more ethical practices.

## 3. Life of the Product

Currently in the Levi's website customers are able to see their information page where they have videos and campaigns of their latest sustainable approach methods. Such as Water<Less innovations, better cotton initiative, and cotton BlueJeans Go Green program (Levi.com, 2019). These methods give the customer information on their new innovations and products. Levi does a phenomenal job with coming up with new ideas to stand out from other brands as well as providing knowledge to the consumer so they can do their own investigation. Levi's should promote the Life of the Product for all their garments Levi's can show videos on the process for each of the comments, providing consumers with information on

what is going or being used in the product they would like to buy. The Life of the Product Videos can be displayed on their website and social media outlets such as their: Instagram and Facebook. This can be a way of Levi's marketing their product and brand. Another recommendation for Levi's can be videos of models wearing the garment. The videos can have models of any shape and size in order to give consumers an idea of how the garment looks.

#### 4. Collaborate with other sustainable brands

Many retail, luxury and e-commerce brands are promoting a sustainable approach that is grabbing many consumers' attention. Retailers like Everlane, Reformation and Stella McCartney are known brands for their eco-friendly and sustainable reputation. These brands are also great brands for Levi to collaborate with because they all have similar values to the brand Levi.

Everlane is an American Company founded in 2010, which is becoming recognized primarily by online shoppers or eco-friendly consumers. The brand uses social media to its advantage and creates a sense of exclusivity. The brand also has transparent pricing which informs customers of all the steps and cost of labor. By collaborating with Levi these companies can learn a lot from each other since they both have different ways of marketing. This can result in both companies profiting.

Reformation has a reputation for being the "cool girls" clothing (Robinson, 2018). The company has stores in NYC and Los Angeles and it keeps expanding more into brick and mortar stores even though many stores across America are closing down (Robinson, 2018). Reformation has a rebellious spirit with an edgy, sexy and feminine apparel (Robinson, 2018). This company will be an interesting collaboration with Levi because it is something new, fresh and hip. This collaboration can intrigue many women and shoppers who are looking for an exclusive experience. Reformation is also a sustainable brand which will complement nicely with Levi. Reformation also provides an interesting shopping experience by only having one of

each item on display and shoppers adding an item to their fitting rooms by requesting it on a monitor and the clothes await the customers in a “dream” wardrobe (Robinson, 2018).

Reformation collaborating with Levi can also help Levi to create a more fun and easy shopping experience such as what Reformation has at the moment, and can help Reformation by having a well-known brand with a good reputation as a partner.

Stella McCartney is a luxury sustainable brand that is particularly known for its use of vegan and animal free alternatives. In the past Stella McCartney has had joint venture line with Adidas, which established a long-term partnership (Marsh, 2018) and also collaborated with Disney (McColgin, 2014). Stella McCartney will be a good collaborator for Levi because they both have notable names, good reputation, and are standing up for great causes. Since Stella McCartney is a luxury brand this elevates Levi as a brand and also the type of consumers they will be generating. Stella McCartney will also resonate with Levi’s older target market that are in their 30s because of the knowledge they have of Stella McCartney as a brand and also be more likely to afford it.

These companies all will be a great match for a brand like Levi and will create brand relevance since these companies are beloved and respected by sustainable product buying consumers.

## 5. Transparent Pricing

Levi can introduce Transparent Pricing in their website which shows every step of labor and the cost. Transparent pricing will greatly complement our sustainable approach by providing information and making our consumers aware of where and how they are getting our products. This can contribute to our exclusivity approach by being one of the few brands who provide this idea.

Transparent Pricing Includes:

- \* Each step of the process from materials to labor to transport
- \* True cost of product
- \* Levi's Price
- \* Traditional retail price
- \* What country the product was made in

### **The Branding Process Phase Two: Communicating, Launching and Evaluating the Brand**

Ethical fashion is the recognition that there are human beings behind the clothes we wear. To make a real impact in the world, we need to change the way people think about clothes. Over the years, Levi's has depicted its image with rock 'n' roll, counterculture and effortless style. Levi's new approach will ensure its jeans are not just on trend but ethical and sustainable as well. Many companies are putting an image to the consumers that they're not pretty or cool enough unless they change their appearance. This creates a false craving that leads to a cycle of hyper-consumption. Instead, what we're trying to do is encourage our consumer to be mindful that when they purchase a pair of jeans, the garment had an impact before they purchased it, in terms of people that made it and the waste that was involved in creating it.

Our approach is to maintain a strong connection where we ensure that we have the fit you feel best in, not the one you've been told to feel best in. Levi's new launch will contribute to sustainable denim production, including significantly reducing water use. We strive for our cotton to come from 100% sustainable sources. Our Worker's Well-being initiative goes beyond protecting the rights of the people who make our products. We invest in them to help improve their lives beyond factory walls as well as partnering with our suppliers and local nonprofits to help meet each worker's specific needs such as health, education, family welfare programs and financial empowerment. We believe in transparency therefore we have a life cycle assessment that looks at the impact at every stage of the process all around the world. It's also about

educating the customer, telling them that there are better ways to take care of their clothes. Our tailor shops can help customize and repair jeans, trucker jackets as well as other garments so there's no need to buy another pair. A simple message like this allows us to build a deeper connection and involve the consumer in a much bigger effort to consciously draw down on resource consumption. We're also partnering with organizations in countries like the U.K., Japan, Germany, Indonesia, Australia and India to keep clothes out of landfills. We're choosing not to contribute in the fashion cycle but to cultivate a long-term relationship with the consumer.

Our promotional plan is all about sustainability and delivering the best quality products to target a new market. We aim to achieve a reputable status that stand for something more than just making a profit. Our new target market is males and females from the age of 20 to 35 all around the world. Advertisements will be shown on social media with the intention of reaching wide number of consumers. Our objective is to reach and impact as many females in the continent of the United States. Our marketing growth Strategies will incorporate Ad Campaign, Fashion Shows, Store event and Celebrity Endorsements. For our Ad Campaigns we will be featured in ELUXE Magazine, Luxiders magazine, and a WWD magazine spread.

In the Ad campaign we will feature the use of Levi's Waterless process that saved more than 1 billion liters of water in the manufacturing of its products. The Ad Campaign will be titled "Save the planet, make it last". This will demonstrate how consumers can wash their jeans less

often. From washing instructions to clothing recycling partnership with the Cotton From Blue to Green program.

There is no better advocate for ethical and sustainable fashion than Emma Watson. The actress consistently uses her celebrity status to incite change. Throughout her career she's been a driving force of the movement. Her work includes collaborations with ethical brands such as People Tree, her Instagram advocacy with The Press Tour and her leadership on Vogue Australia's first sustainability issue. She use her voice on social media about sustainable fashion in an attempt to convince us to make smarter choices about where we shop. Other Popular celebrities are included such as Natalie Portman, Leonardo DiCaprio, Channing Tatum and Hayden Panettie.

The retail business loses millions of dollars every year on wasted materials that is digging our planet into a serious hole. Despite all of its faults, there are a few select members of social media influencers that are using their voices to change the way the industry works on the sustainable front. Levi's will partner up with micro and macro influencers such as Reese Blutstein, who's constantly putting pressure on brands to use less paper and cardboard in their packaging, to Natasha Halesworth, who contributes to The Consistency Project. Jill Mathews and Luke Matthews promote in ethical, sustainable fair trade products and fashion. Their style represents cool brands that are socially responsible as well as improve our perspective on consumerism. Shannon Buckley is another great influencer who writes that she is "exploring ethical clothing as a not-quite-plus-size person" living in Chicago. Shannon also moderates the

Instagram account @selltradees, where people can sell and trade their Elizabeth Suzann pieces.

Lauren Singer is an environmental activist, entrepreneur and blogger. Her blog "Trash is for Tossers" focuses on achieving a zero waste lifestyle with her company The Simply Co. that sells environmentally friendly laundry detergent.

Our store events is where everyone is welcome to celebrate our re-launch. The brand will feature exclusive sustainable pieces from the latest collection. Consumers can bring in their favorite Levi's® Denim or pick out something new to customize at the events. However Levis will also collect denim from any brand in any condition as long as it's clean at any of our stores in the U.S. to recycle. We will have screen printing designs by British artist Michael Gillette and complimentary cocktails by Moet Hennesy.

The most effective Communication Channels our brand will choose to communicate its message for fall 2019 is that Levis is going to hit the target market hard with social media. Pictures of popular artists, actors, and influencers representing Levis product will be found on Instagram, Snapchat, Facebook and Youtube. Today influencers are viewed as marketing's next golden goose. Influencer marketing is hot due to its fastest growing, cost effective channel. As people no longer trust ads however they do trust people. Consumers describe them as knowledgeable people. Which brings the audiences to value influencers, micro and macro depending on the business, product and the industry. This is an age where consumers prefer to make their own decisions. People who understand a brand and its products through their knowledge and experiences heavily influence their decisions. The success of influencer marketing helps people feel connected and confident in their choices. Our goal is to attempt

more positive exposures for a good cause within the community through social media. Above all, Levi's is authentic and deeply committed to maintaining and reinforcing that authenticity. Every one desires to connect with products that feel safe and certain. Levi's clearly identifies its core purpose, attributes, and value for everything it does. This resonates particularly with today's influential young consumers.

### Tables and Figures

Celebrity Endorsements	
Emma Watson	\$ 200,000.00
Natalie Portman	\$ 70,000.00
Lenardo DiCaprio	\$ 100,000.00
Channing Tatum	\$ 80,000.00
Hayden Panettie	\$ 80,000.00
<b>Total</b>	<b>\$ 530,000.00</b>
Macro-influencer	
Natalie	\$ 8,500.00
Reese Blutsein	\$ 24,000.00
Jille Matthews	\$ 6,500.00
Bianca Valle	\$ 21,000.00
<b>Total</b>	<b>60000</b>
Micro-influencer	
Shannon Buckley	\$ 4,000.00
Lauren Singer	\$ 3,000.00
Katie Roberts	\$ 2,000.00

Luke Matthews	\$ 1,000.00
<b>Total</b>	<b>\$ 10,000.00</b>

Editorial Ad Campaign	
Model	\$ 1,000.00
Photographer	\$ 500.00
Staff	\$ 200.00
Set	\$ 300.00
ELUXE Magazine spread	\$ 48,000.00
Luxiders magazine spread	\$ 50,000.00
WWD magazine spread	\$ 100,000.00
<b>Total</b>	<b>\$ 200,000.00</b>

Advertising	
Snap Chat	\$ 5,000.00
Instagram	\$ 5,000.00
YouTube	\$ 5,000.00
Facebook	\$ 5,000.00
<b>Total</b>	<b>\$ 20,000.00</b>

Fashion Show	
Models	\$ 100,000.00
Staff	\$ 10,000.00
Decorations	\$ 15,000.00
Venue	\$ 30,000.00
Equipment	\$ 15,000.00
<b>Total</b>	<b>\$ 170,000.00</b>

Store Event	
Seamstress	\$ 500.00
D.J	\$ 1,000.00
Patchwork	\$ 2,000.00
Photo Booth	\$ 1,500.00
Vegan Snack Stand	\$ 2,000.00
Beverage Bar	\$ 2,000.00
Spin the wheel	\$ 200.00
Backdrop	\$ 300.00
Decorations	\$ 500.00
<b>Total</b>	<b>\$ 10,000.00</b>

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