

Sustainable Innovation



WATER<LESS™



1

At Levi Strauss & Co, we're committed to building sustainability into every thing we do.

So we started with a **product lifecycle analysis.**



DEFRA Conference

3/17/2011

2

What we found surprised us



DEFRA Conference

3/17/2011

3

Product Lifecycle Impact of Levi's® 501®



32 kg of CO₂

Is Equivalent To:

- 78 miles driven by the average U.S. car
- The carbon sequestered by six trees per year (based on EPA representative sequestration rates of tons of carbon per acre per year)

3,480 litres of H₂O

- Running a garden hose for 106 mins
- 53 showers (based on 7 minute showers)
- 575 flushes of a 3.78 liter/flush low flow toilet

400 MJ of Energy

- Watching TV on a plasma screen for 318 hours
- 556 hours of computer power, which is equivalent to 70 work days (based on 8 hours of computer use/day)



Data from LS&CO.'s Life Cycle Assessment on Levi's® 501® jean for U.S. Market, 2006 production year

We focused on cotton and consumers.



CARE TAG FOR OUR PLANET

-  WASH LESS
-  WASH COLD
-  LINE DRY
-  DONATE TO
GOODWILL®



DEFRA Conference

3/17/2011

5

But how much water do we use to make our jeans?

The average pair of jeans undergoes 3-10 washing cycles, using up to 42 liters of water in the finishing process.

Levi's® Designer Carl Chiara's Big Idea:

- Borrow concept from Rigid jean, which uses no water in finishing process
- Create fashion forward finishes, using a lot less water

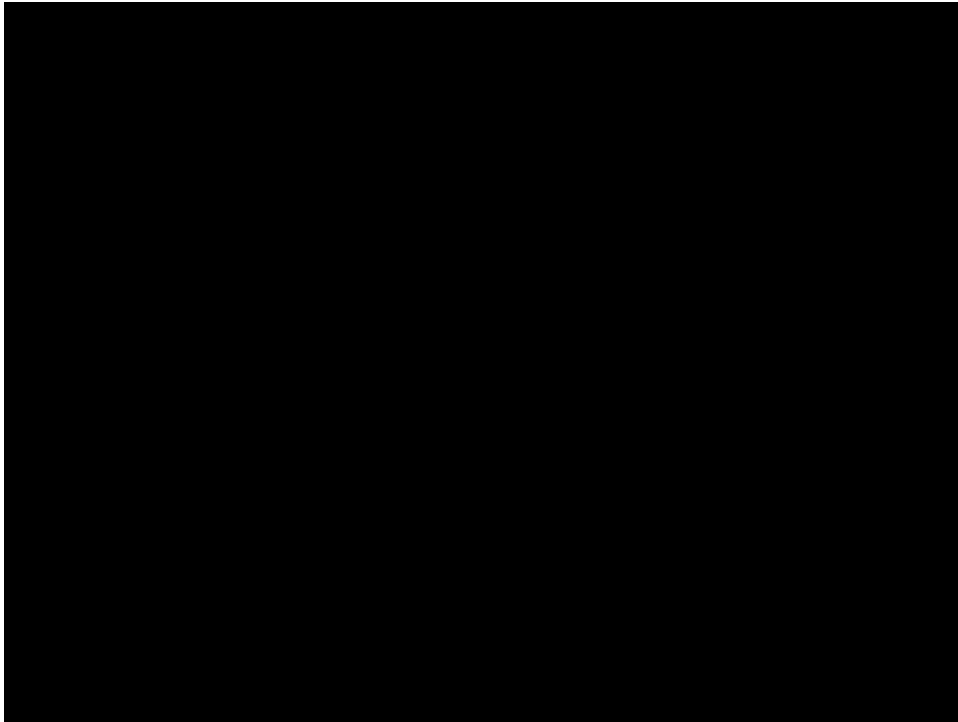
The Water<Less™ approach was born.



DEFRA Conference

3/17/2011

6



About our Water<Less™ collection

The Water<Less™ collection reduces the water consumption by an average of 28% and up to 96%.

In Europe, Water<Less™ jeans will be available in May, as part of the **Fall/Winter 2011 collection for men and women.**

We will carry almost **120 different products that use the Water<Less™ process,** contributing to a savings of almost **20 million liters of water.**



How did we create and verify the metrics?

E-evaluate

An internal tool that helps our designers and product development team select more sustainably-produced fabrics

Greenhouse Gas Protocol Initiative

A new method of measuring the greenhouse gas emissions developed by the World Resources Institute

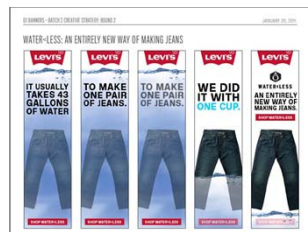


DEFRA Conference

3/17/2011

9

Levi's® + Consumers = More Water Savings

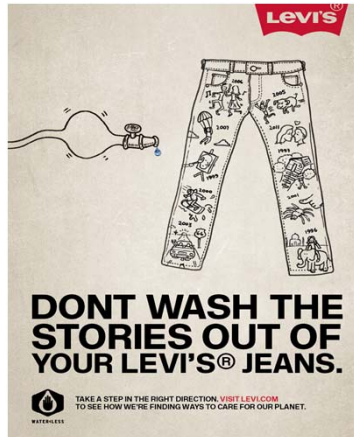
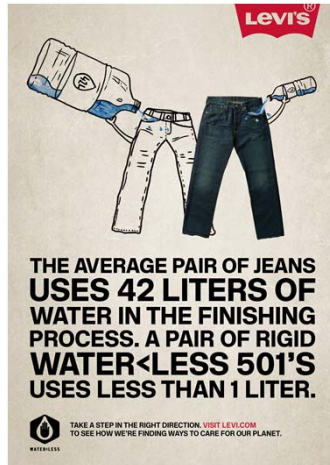


DEFRA Conference

3/17/2011

10

Dirty is the New Clean: Asking Consumers to Wash Less



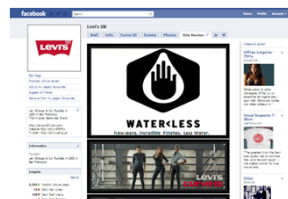
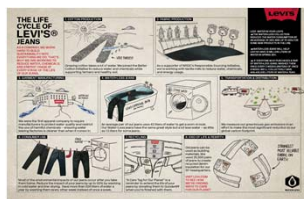
DEFRA Conference

3/17/2011

11

There's more Water<Less™ to come...

Campaign to inspire and engage consumers around the world to JOIN US TO TAKE ACTION.



DEFRA Conference

3/17/2011

12

