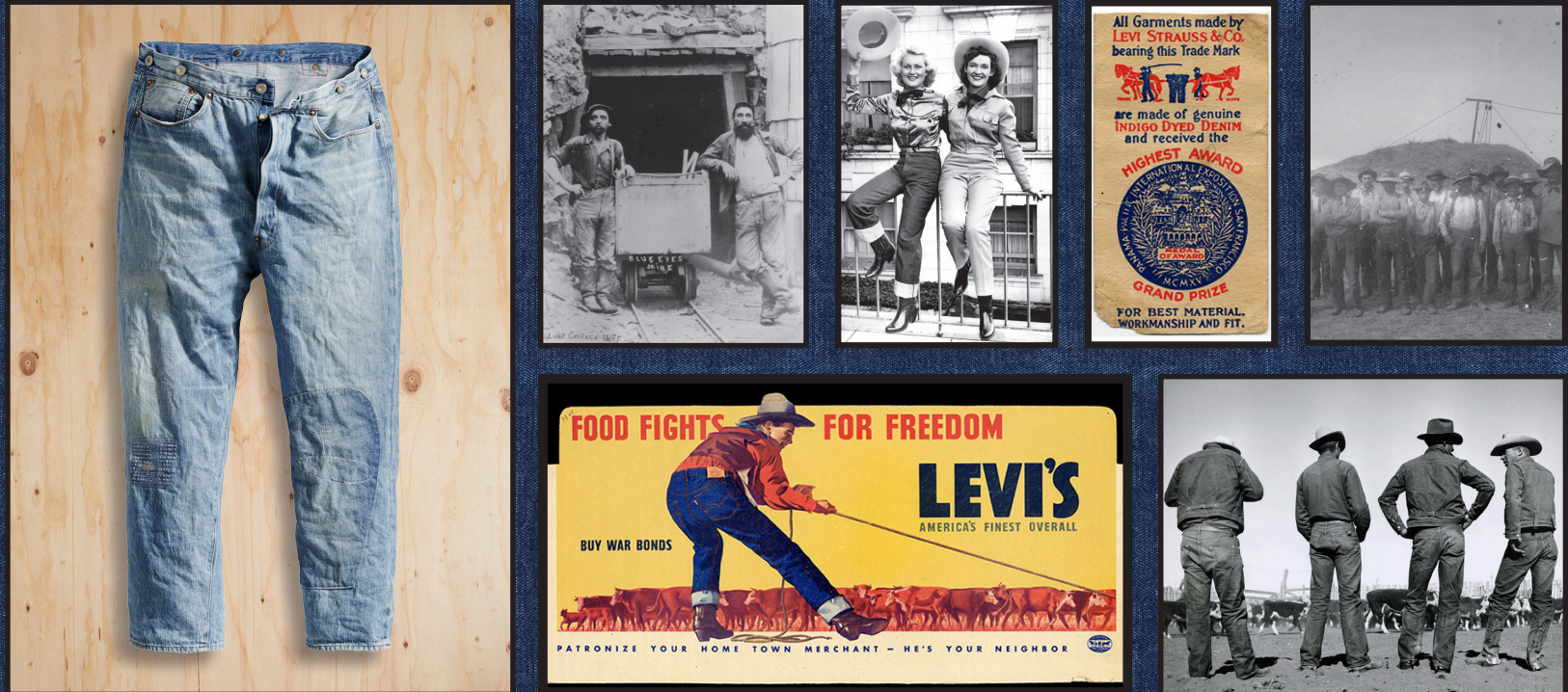


The 501® Jean: A Cultural Timeline

501® ORIGINALS. WORN BY GENERATIONS. DEFINING STYLE FOR DECADES. MADE ORIGINAL BY YOU.

1890:
LEVI'S® RIVETED OVERALLS
EVOLVE INTO 501® JEANS



Pioneers of the West (1890-1945)

501® Jeans were made for the hardworking men of the West: Miners, Cowboys and Farmers. Cowgirls wore their husband's or brother's 501® jeans when they needed tough, durable clothing on the ranch, leading us to make the first jeans for women in 1934.

1947:
501® JEANS WITH A STITCHED
ARCuate AND SLIMMER FIT
ARE INTRODUCED



1953:
MARLON BRANDO'S BIKER
COOL IN 501® JEANS FROM
THE FILM 'THE WILD ONE'



Rebels, On & Off Screen (1945-1965)

In the 50s, 501® Jeans were the uniform of youth rebellion. Worn by greasers and motorcycle gangs, they were so controversial, they were banned in some schools. Their cool was contagious and pretty soon Hollywood stars like Marilyn Monroe were wearing them, showing the world how strong, capable and beautiful a woman can be in her 501® jeans.

1966-1971:
501® JEANS USE BAR TACKS INSTEAD
OF RIVETS AT POINTS OF STRAIN.
RIVETS WERE REINTRODUCED IN '71.



Lovers and Fighters (1965-1985)

The 501® Jean's rebellious reputation carried into the 60s and 70s counterculture, where Mods, Hippies and Rockers ignited a cultural revolution in them. Patched, painted, ripped and torn, they became a generation's canvas for self-expression.

1969:
WOODSTOCK FESTIVAL GOERS
MAKE LOVE AND PEACE IN THEIR
LEVI'S® JEANS

1969:
YOUNG PEOPLE HIT THE
STREETS IN PROTEST OF
THE VIETNAM WAR



Early 70s:
THE LGBT COMMUNITY WEARS
501® JEANS AS THEY STAND UP
FOR EQUAL RIGHTS

1974-76:
501® JEANS BECOME THE
UNIFORM OF PUNK BANDS
LIKE THE RAMONES

2015:
501® CT JEANS WITH TAPERED
LEGS WERE INTRODUCED FOR
MEN AND WOMEN



Transformers (1985+)

From the slim-straight looks of the 80s, to oversized 90s hip hop style, to today's 501® CT, the 501® Jean has evolved with the times, achieving icon status. It continues to define the modern dress code—and it always will.

1989:
GERMAN REVELERS IN THEIR
LEVI'S® AT THE HISTORIC FALL
OF THE BERLIN WALL

