

# Levi's Vintage and the modern days!

## Company name

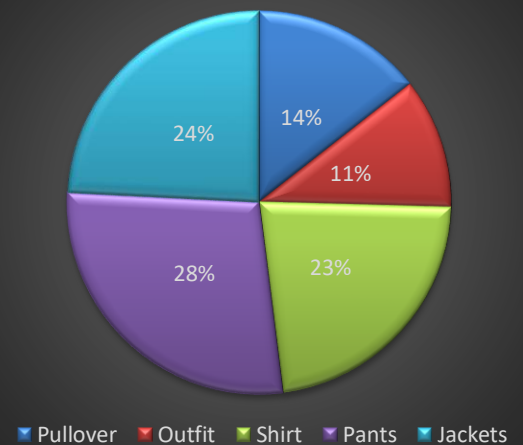
To: Catherine Euston  
From: Antonio Mendes  
Date: November 5, 2022  
Subject: Levi's social media understanding

**Introduction:** To improve the social media presence of C&E Vintage Wear I have researched your competition Levi's Jeans Instagram data. Levi's is one of the oldest clothing brands (1879) in the market, some 1970s jeans models become vintage and in 1996 a subsidiary of Levi's, Levi's Vintage Clothing, was created. I have focused on Levi's Vintage Instagram as I think it's the one with the most relevant items between companies.

**Instagram behavior observations:** I completed an assessment on Levi's Instagram posts of their merchandise and their interaction with their followers. From November 7, 2021, up to today's date, Levi's posts of items that are most important to us, received 73,918 likes and 590 comments. The data collected was based on the five most comparable items sold by Levi's and C&E Vintage Wear. These are the items that I decided to focus on: pullovers, outfits, shirts, pants, and jackets. We can see by the pie graph that Levi's posts that were most liked and commented included the pants, shirts, and jackets, with the only difference being the 1% lead of the pullover shirts on the comments chart. There was one item that stood out from all the other items, which was the Levi's Jeans from the year 1963 model 501 with 6,553 likes and 98 comments. But not all is good here, this data is misleading; the brand followers did in fact loved the 1963 model but let the brand know that the \$400 to \$500 dollars price was outrageous with 90% of the comments being negative.

**My thoughts:** I think we can agree by just looking at the charts that the pants, jackets, and shirts are the items of clothing that most people are looking forward to getting in their vintage collection. The jeans and denim jacket are both casual wear items that don't go out of style and can be worn comfortably on most days. I would recommend marketing these three items the most when you create your Instagram account. Also, invest in some 1963 501 style, but don't follow the brands mark up price and you will have success.

Likes P/ Item



Comments P/ Item

