Levi's is an iconic American clothing brand with a rich history dating back to 1853. Founded by Levi Strauss, the brand is best known for its pioneering role in creating the modern blue jeans. Levi's is synonymous with rugged, durable, and stylish denim wear. It has a global presence and a reputation for producing high-quality, classic jeans and casual apparel.

Fabric Description:

Levi's primarily uses denim as the core fabric for their products. They are known for their high-quality, durable denim that comes in various weights and washes to achieve different looks and textures. Levi's denim is typically made from 100% cotton or a blend of cotton and elastane, ensuring comfort, flexibility, and longevity. The brand is also committed to sustainability and has introduced innovative practices, such as WaterLess™ technology, to reduce water usage during the denim production process. Levi's denim is celebrated for its timeless appeal and ability to withstand wear and tear, making it a staple in the wardrobes of people around the world.