

Video Segment 7: The Best Way to Wash Jeans and Other Lifestyle Brand Strategies

NOTE-TAKING GUIDE

“I think consumers are going to buy fewer things that are more versatile, that are better quality and that are going to last longer... Quality never goes out of style.”

- Chip Bergh, former CEO, Levi Strauss & Co.

Michelle Gass, the new CEO of Levi Strauss & Co., is driving the Levi's brand to be a “denim lifestyle brand.” What are some of the ways that Chip Bergh mentions that the company is trying to achieve this goal?

- 1.
- 2.
- 3.

Chip Bergh mentions [Levi's SecondHand](#) online store, which is furthering the market for circular fashion as opposed to fast fashion. How does this experiment, along with the move toward thrifting used clothing, help to “authenticate the power of the Levi's brand.” Take note of Bergh's observations about this market.

Reflection: How do you see the future of thrifting and second-hand clothing evolving as more people become aware of environmental issues related to fashion? Share any personal experiences where you've found valuable items while thrifting. Were you surprised that Levi's has its own second-hand online store? Does that influence your opinion of the brand?

THE LANGUAGE OF BUSINESS

(Linked terms are defined in the Wharton Global Youth Video Glossary)

Brand	Cross Selling
Brand Strategy	Customer Base
Branding	Market Share
Brand Loyalty	Marketing Strategy
Brand Manager	Product
Brand Value	Product Category
CEO	Product Lifecycle
Company	Revenues
Consumer	Sustainability

Americus Reed: The Whitney M. Young Jr. Professor of Marketing at the Wharton School of the University of Pennsylvania. Dr. Reed's primary research and consulting areas are in brand equity and identity loyalty, the study of creating and fostering brand communities. He is also a co-host of the podcast, *Marketing Matters*.

Barbara E. Kahn: The Patty and Jay H. Baker Professor of Marketing at the Wharton School of the University of Pennsylvania. Dr. Kahn is an internationally recognized scholar on retailing and brand loyalty. She is also the co-host of the podcast, *Marketing Matters*.

Charles “Chip” Bergh: Former president and CEO of Levi Strauss & Co. who is credited with the company's turnaround. He is also a legendary “brand guy” who previously spent 28 years at Proctor & Gamble, managing iconic brands like Old Spice.

Customer Acquisition: Attracting new customers to buy a product or service.

Denim Head: A person who is very passionate about denim and possibly even collects different denim products and styles.

Fast Fashion: A business model that focuses on quickly producing clothes to meet fashion trends and consumer demand before the fashion goes out of style.

Levi Strauss & Co.: An American clothing company trading under the stock symbol LEVI that is known worldwide for its Levi's brand of denim jeans. The company was [founded](#) in 1853 by Levi Strauss.

Levi's Jeans: Blue denim jeans made by Levi Strauss & Co. Levi's 501 jeans are particularly iconic and known for their straight leg and button-down fly.

Lifestyle Brand: A company whose products promote a certain lifestyle and connect with consumers values in such a way that they want to make that brand part of their lifestyle.

Marketing Matters: A weekly podcast hosted by Wharton School marketing professors Barbara Kahn and Americus Reed that discusses marketing and advertising trends, consumer behavior, data and analytics, the latest in retail marketing and brand building.

Michelle Gass: Former CEO of Kohl's who was selected to succeed Chip Bergh as president and CEO of Levi Strauss & Co. She became president of Levi Strauss in 2023 and CEO in 2024.

Overconsumption: Excessive use of goods and services.

Revenue Stream: One of the ways that a company generates revenues. A business can have multiple revenue streams.

Trucker Jacket: A denim jacket.

Vintage and Resale: The fashion resale market involves the buying and selling of second-hand clothing at thrift stores and elsewhere, including vintage items that were designed and sold years earlier. Levi's first trucker jacket, for instance, dates back to 1905.

The Wharton School: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

EXPLORE MORE IN OUR ONLINE BUSINESS JOURNAL

[Fashionista Environmentalists Shop 'Recommerce' Instead of the Mall](#)