

MKT17

LEVI STRAUSS: CAN A LEGACY BRAND REMAIN RELEVANT?

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Abstract

The case describes a renowned 150-year-old company, widely recognized as synonymous with jeans. Operating in a competitive and evolving industry, the company is transitioning from traditional brick and mortar stores in malls to digital platforms. Founded in 1873 as a jeans manufacturer, it has since expanded its offerings to include denim, casual and formal wear, jackets, suits and accessories. Like many apparel companies, it faced significant challenges during the pandemic and continued to struggle in 2023. It faces typical supply chain challenges and must plan how to adapt to shifting customer demands, new demographics, and evolving marketing strategies.

Conference Track

Marketing