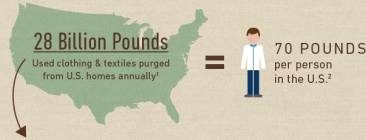


ELIMINATING CLOTHING WASTE: A VISION FOR A CIRCULAR ECONOMY

Many consumers are familiar with recycling bottles, cans and paper, but most still throw away clothing. Levi Strauss & Co. is making it easier for consumers to recycle clothing and shoes to help reduce the volume of waste sent to landfills and to create an infrastructure that supports a circular economy by 2020.

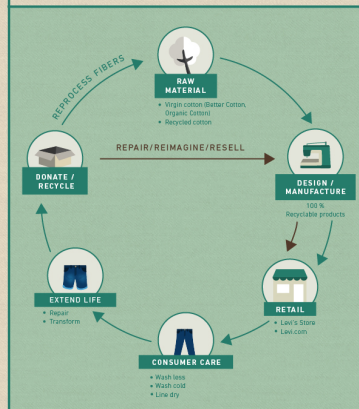
A CULTURE OF WASTE



THAT'S...



LS&CO.'S VISION FOR CLOSED LOOP PRODUCTS



IMAGINE THE POSSIBILITIES...

2015

If everyone in the U.S.
recycled their clothing
& textiles instead of
discarding for one year...

It would save **30.6 MILLION** metric tons
of carbon dioxide equivalent emissions⁴

THAT'S EQUIVALENT TO



A traffic-free Golden Gate Bridge for
more than 60 years⁵



A carbon pollution-free Washington D.C.
from now until January 2019⁶



Every Virgin America plane flying carbon
pollution-free through 2045⁷

RECYCLING 1 PAIR OF JEANS HAS
THE SAME IMPACT* AS RECYCLING:



69
plastic
bottles⁸



96
pounds of
yard trimmings
(composting)⁹



28
glass
bottles¹⁰

*POUNDS OF CO2E SAVED

@LEVISTRAUSSCO

LEVI STRAUSS & CO.

1-10: [HTTP://LEVISTRAUSS.COM/UNZIPPED-BLOG/2015/07/EMBRACING-THE-CIRCULAR-ECONOMY](http://levistrauss.com/unzipped-blog/2015/07/embracing-the-circular-economy)