

## **Levi's Groundbreaking Global Sustainability Changes Fashion Industry Standards**

NEW YORK, New York (February 20, 2023) – Levi Strauss & Co. acts as the leading example to make a change. The fashion industry is the second most polluting industry globally right behind the oil and gas industry. Annually the fashion industry is responsible for 1.2 billion tons of greenhouse gas emissions and 92 million tons of waste. After years of hard work and implementing sustainability practices Levi Strauss & Co. is the very first major fashion organization to turn its production one hundred percent sustainable.

In 2011 Levi started its journey to sustainability by introducing the Water<Less program, then began integrating energy audits in its factories and updating manufacturing operations and procedures. Finally, they implemented recycle and reuse guidelines and after many adjustments, trials, and tribulations and 12 years later the company turned its plan into action. With Levi setting an honorable and compassionate many other fashion organizations have been following in their footsteps. Companies such as H&M, Patagonia, Pact, and Everlane have announced taking larger steps to reaching full sustainability.

On the other hand, fast fashion is still taking the lead in being the biggest factor in fashion pollution. The top 5 fashion organizations labeled most pollution producing in the entire industry are Zara, H&M (despite their new outlook), Forever 21, Uniqlo, and Shein. All of which are also labeled as fast fashion and have manufacturing practices that continuously prove harmful to the environment. H&M is the first fast fashion company that has begun making efforts to change its narrative, for the sake of our future and the fashion community we wonder if others will take those steps toward change too. With Levi showing the fashion industry it is possible, both the fashion community and environmentalists have been setting a new standard and expectations have risen.

*This work product was produced by a student(s) in a public relations class at Florida Gulf Coast University and is not affiliated in any way with any company/organization/individual mentioned. This document includes fictional information designed specifically for learning purposes.*

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- Briefly recap what type of feature story you told, the intent of your feature story (what you wanted it to accomplish) and who your intended audience is.
  - This feature story aimed to tell Levi's groundbreaking change within the fashion industry towards sustainability, a major accomplishment turning its entire production one hundred percent fully sustainable. Within highlighting Levi's outstanding success that deserves recognition within the fashion community this story also aimed to set an example for other organizations and consumers who participate in shopping major pollution causing companies like fast fashion. The intended audience for this story was women ages 18-25 who chose to shop the major polluting brands who are interested in the latest trends but also do want to care about their environment and would be inspired to make a change.
- What is one thing you did in writing your feature story that was designed to engage or relationship-build with your audience?
  - By highlighting the brands making change and highlighting the ones causing damage with the intent to encourage consumers to be more aware of their shopping choices and the brands that they choose to support.
- Who is your intended audience and why?
  - There were two intended audiences for this story, first being the major fashion companies that are the leading cause of fashion pollution, companies labeled as fast fashion organizations. Second being consumers aged 18-25 women who shop these brands and continue to support them due to the price point and trends. I chose these audiences with the intent to encourage them to be more environmentally conscious of their decisions.

- How is the feature story designed to engage or relationship-build with your audience?
  - By highlighting the amazing work Levi and other companies are doing to make change within their production for the environment shows that they care and builds trust within the fashion community encouraging people to shop brands that they can trust have their best interest in mind and not solely profit.
- What is one thing you learned about feature stories from completing this assignment?
  - Feature stories may not be front line news and are said to be more casual, but this assignment showed me that they aren't just fluff and they can also hold power and enact change.
- What is one element of feature stories that we talked about in class, or you read in your textbook that you utilized in drafting your feature story?
  - A call to action