We are the embodiment of the energy and events of our times, inspiring people with a pioneering spirit.

- Values & Vision
- Leadership
- Heritage
- Foundations
- Public Policy
- Recognition
- Global Workplaces
- Help/Contact Us

We believe that business can drive profits through principles, and that our values as a company and as individuals give us a competitive advantage.

**Empathy — walking in other people’s shoes**
Empathy begins with paying close attention to the world around us. We listen and respond to the needs of our customers, employees and other stakeholders.

**Originality — being authentic and innovative**
The pioneering spirit that started in 1873 with the very first pair of blue jeans still permeates all aspects of our business. Through innovative products and practices, we break the mold.

**Integrity — doing the right thing**
Integrity means doing right by our employees, brands, company and society as a whole. Ethical conduct and social responsibility characterize our way of doing business.
Courage — standing up for what we believe
It takes courage to be great. Courage is the willingness to tell the truth and to challenge hierarchy, accepted practice and conventional wisdom. It means standing by our convictions and acting on our beliefs.

We are the embodiment of the energy and events of our time, inspiring people from all walks of life with a pioneering spirit. Generations have worn Levi’s® jeans, turning them into a symbol of freedom and self-expression in the face of adversity, challenge and social change. Our customers forged a new territory called the American West. They fought in wars for peace. They instigated counterculture revolutions. They tore down the Berlin Wall. Reverent, irreverent — they took a stand.