



Levi's 1920s Unisex Heritage Collection

Critical Journal

Rowena Phillips

C3549644

Chapter One

Initial Theme Research

Initial Theme Research

Levi Strauss is a leading jeanswear brand, with their roots beginning in San Francisco in 1853. Today, more commonly known as Levi's, the brand produces world famous jeans, which are worn by millions worldwide. (Levis, 2018). The first denim production began in 1873, which were once called “waist overalls”, and the 501 jeans were first produced in 1890, which are still manufactured today. (Levi Strauss, 2014).

From a discussion with a store employee, the Levi brand is very heritage orientated, which defines the brand. This is reflected in stores, along with their designs. For example, the Batwing logo, the logo we see today, was first introduced in 1936, and has been used ever since. (Business Of Fashion, 2016).



Levi Strauss, 2018



Pinterest, n.d

The heritage theme has been relaunched since, with vintage reimagined clothes from a range of decades, which were proven popular. Levi's have also re-launched the two horse logo in 2017, which was first introduced in 1886 and has been used ever since – this shows that Levi's still highly influenced by its own heritage. (Levi Strauss, 2016).

Other brands have been successful in their efforts of heritage based collections, including Tommy Hilfiger and Pepe Jeans. Tommy Jeans released a collection in Autumn 2019, where the collection featured iconic pieces from Tommy Hilfiger over the years. Pepe Jeans released a vintage style collection, which was inspired by old American workwear, to create an authentic look.

By two of Levi's top competitors releasing vintage heritage collections, this suggests that there is a gap in the market, and in order to compete with the brands, the development of a 1920s style collection would be successful. One study found that 45% of people choose to purchase vintage clothing, especially among the younger generation who are more likely to purchase such items. (Fashion United, 2019).



10 Magazine, 2019

Initial Theme Research

Studies show that fashion trends and movements rotate back in the future, while this is commonly from decades possibly 20 or 30 years in the past, it is not impossible for this to happen for the twenties decade. However, as it is one hundred years since the start of the twenties decade, this suggests that fashion could rotate back to celebrate the era. The idea of the nostalgia movement is prominent, as many individuals look back to compare the past and present, and to reminisce of what times used to be like. However, the idea of nostalgia for the twenties decade may not be useful, as the target market would not have experienced the life in that era, but the general idea of nostalgia could be used, such as particular trends that were introduced in the twenties. One study found that “nostalgia is shown to be both a driver of empathy and social connectedness”, which are positive effects, suggesting that the idea would attract individuals by relating to specific nostalgia features, such as art deco designs. (The Guardian, 2014)

The 1920s was an era for great social change, women got the right to vote, change the way they dressed, from structured garments to more androgynous style. While women were liberated, there was a growth in economy, which resulted in a consumer orientated society, this meant that people spent more money on non-essential items, such as clothing and leisure activities. This caused fashion to change rapidly – people purchased clothes for different leisure activities, clothes were ‘ready to wear’, so many people were able to buy the same clothes, teenagers were more free, and allowed to wear different clothing, while women adopted the flapper approach. (History.com, 2010).



Fashion History Timeline, 2018



Catwalk Yourself, n.d



Fascination Street Vintage, n.d

Initial Inspiration

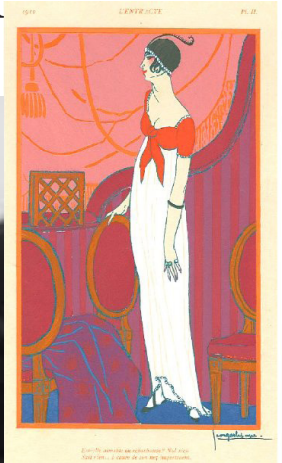
The following concept will be inspired by 1920s style, while linking to Levi's heritage.



Pinterest, n.d



Pinterest, n.d



Georges Lepape, 1912



Sonia Delaunay, 1927



Winold Reiss, 1915-1920

The following images show the typical clothing worn in the 1920s. As shown on the images, stripes were a very popular style that both men and women wore, along with being used within art. This can be used as inspiration, as it reflects the 1920s theme.



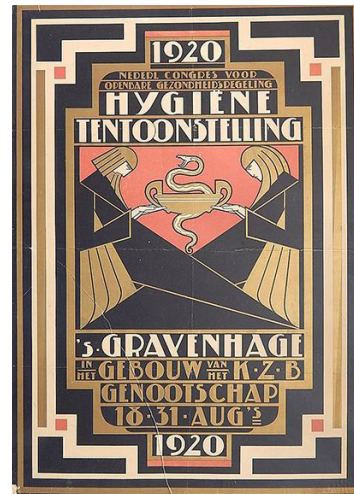
The image (left) is an advertisement for Levi Strauss in the 1920s, promoting childrens clothing. While the initial clothing would be difficult to take inspiration from, the logo could be used to keep Levi's heritage alive.

Pinterest, n.d
(Left)



Sonia Delaunay, 1926
(Right)

The following image (Above) is an piece of artwork by Sonia Delaunay, who introduced the abstract style into fashion, through the use of bold colours, geometric shapes and modern materials. (Wide Walls, 2015).



While the information is not necessary, the design of the poster shows the styles used in the twenties, featuring geometric shapes and the border style which was commonly used.

Pieter Hofman, 1920

Many buildings that were build in the 1920s and 1930s, reflects the art deco theme. One of the most famous is the Chrysler Building in New York, which features geometric shapes, especially triangles towards the top of the building. This can be used as inspiration due to the shapes and overall style.



Reuters, 2019

Colour Inspiration

The following colours were popular in the 1920s, which were used in art, clothing, magazine covers and furniture.

According to Sherwin Williams, the most popular colours in the 1920s were:

The Jazz Age -- wall colors were generally light neutrals and greys with accessories and accents in vibrant colors like Chinese Red and Blue Peacock.



SW 0057
Chinese Red
Interior / Exterior



SW 0058
Jazz Age Coral
Interior



SW 0059
Frostwork
Interior / Exterior



SW 0060
Alexandrite
Interior / Exterior



SW 0061
Salon Rose
Interior



SW 0062
Studio Mauve
Interior / Exterior



SW 0063
Blue Sky
Interior / Exterior

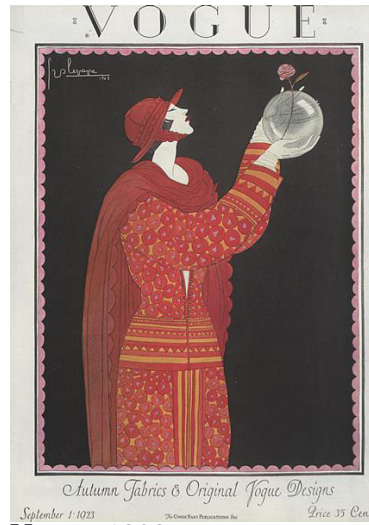


SW 0064
Blue Peacock
Interior

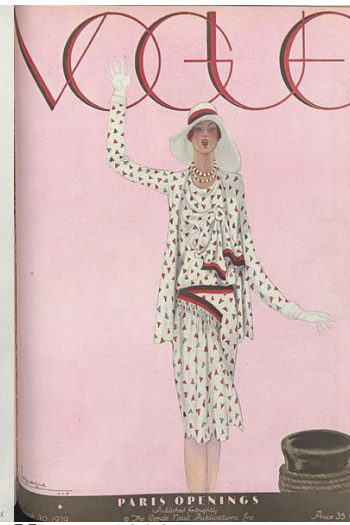
Sherwin Williams, 2020

The following images are magazine covers which were published between 1920 and 1929 - this shows the full range of colours which were popular in the twenties decade. This supports Sherwin Williams colour swatches, as these colours were definitely used and were popular in the twenties era.

Even though these colours were popular in the 1920s, they are still used today, which adds a modern twist, while keeping up with today's tastes and preferences.



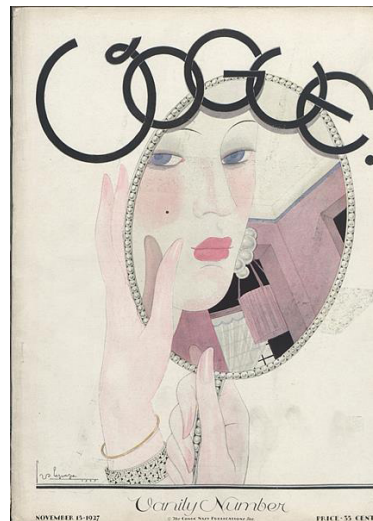
Vogue, 1923



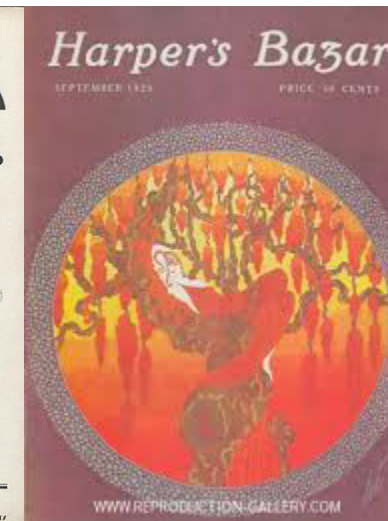
Vogue, 1929



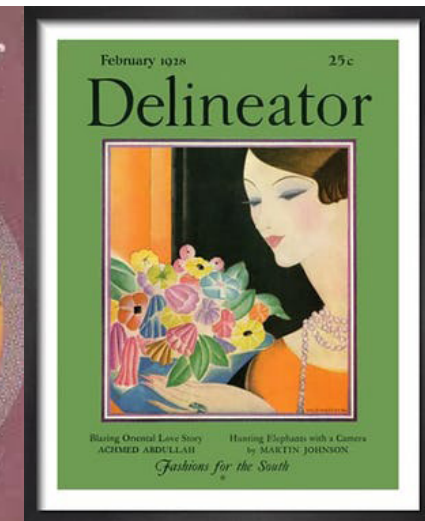
Harper's Bazaar, 1922



Vogue, 1927



Harper's Bazaar, 1929



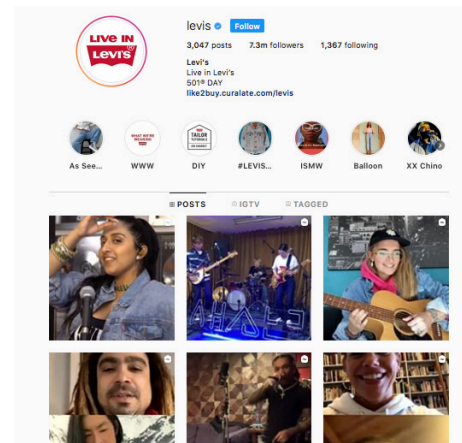
Delineator, 1928

Market Research

Levi's current marketing strategies

Levi's currently advertise their products and overall brand through the use of social media advertising, outdoor posters and tv adverts. These all attract large audiences, which is one of the reasons why Levi's have many customers and fans of the brand.

Social Media



Instagram, 2020



Facebook, 2020



Twitter, 2020

Levi's currently have a large social media following, totalling nearly 35 million followers from all platforms combined. This is successful, as they can target a wide range of consumers, to promote their new product launches to, along with advertising their long standing products. This is such an important and effective way to advertise products, as 43% of people research products on social media before they purchase, and 23% of people say that "lots of likes and good comments would increase chance of purchase". (Smart Insight, 2019)

Poster Advertisements

Along with social media, Levi's use posters to advertise on billboards, transport, and signs. Many potential consumers can see these posters if they are placed in the most effective locations. All the adverts promote different collections or a lifestyle, of which many were popular in the media, which increases their overall views.



Wonderland Magazine, 2014

Ads of the World, 2011

Video Advertisements

In previous years, Levi's have created a range of TV advertisements that have caused the media to call some of them iconic, while more recently Levi's have released video adverts especially to social media, for a more modern approach. The 1986 Laundrette advert (Below Left) reinvented the 501 jeans and made them "cool", and caused an 800% increase in sales in year they were relaunched - the ad was modern of its time, with "perfect timing and a cultural alignment: music, cultural and style revivals, with loosening sexual attitudes and a more feminine male expression". (The Drum, 2016). Levi's also received praise from media from their "Go Forth" 2011 campaign, which featured real life stories to inspire and empower young people in Berlin. (Campaign Live, 2011). While the ad did not primarily promote a product, it created media attention and therefore, targeted a wider audience.



The Drum, 2016

Campaign Live, 2011

Levi's Competitor Marketing Strategies

Many of Levi's competitors use the same marketing strategies, including social media, in person advertising and TV adverts. They are all successful in their efforts, as they all are widely known companies.

Tommy Hilfiger

Advertisements

Compared to Levi's, Tommy Hilfiger do not create as many TV advertisements, but rather release video commercials for social media, and use billboards to promote products and the overall brand. These all reach high volume of attention - especially those using celebrities within the adverts. These adverts are proven to be massively popular, as it is combining two influential brands and individuals to promote a range of products. Past collections with Tommy Hilfiger include Lewis Hamilton, Zendaya and Gigi Hadid, which all were successful, but they target specific groups, as each of the celebrities have a different consumer group to target, benefiting Tommy Hilfiger.



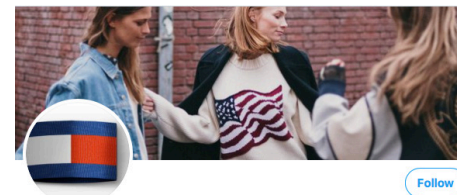
Vogue, 2018



WWD, 2018

Social Media

Along with Levi's, Tommy Hilfiger use social media to interact with consumers and promote new products. Across their social media, they have around 30 million followers, which is close to Levi's followers count. Their social media primarily promotes the products, rather than the overall brand, while Levi's promote a lifestyle to connect with consumers. They are successful in their efforts, due to the high number of followers.

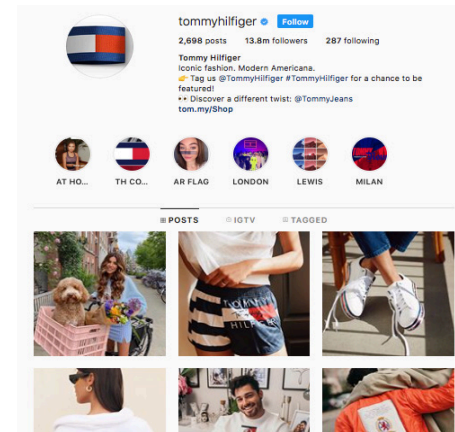


Tommy Hilfiger @TommyHilfiger
Welcome to the world of #TommyHilfiger! Your official source for Tommy Hilfiger style & news from around the globe!
🌐 Global 📧 tommy.hilfiger.com 📅 Joined April 2009
1,584 Following 1.5M Followers

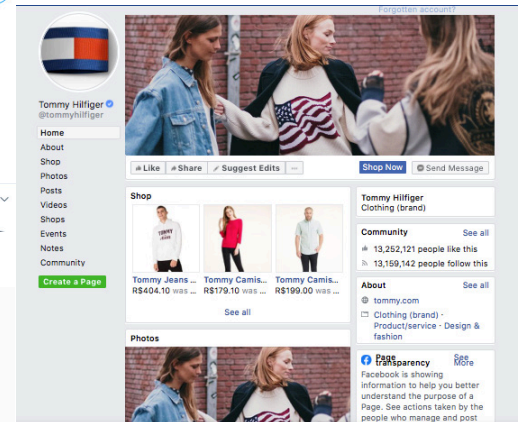
Tweets Tweets and replies Media Likes

Tommy Hilfiger @TommyHilfiger · 19 May
We just 🇰🇷 #Chanyeol @weareoneEXO

Twitter, 2020



Instagram, 2020



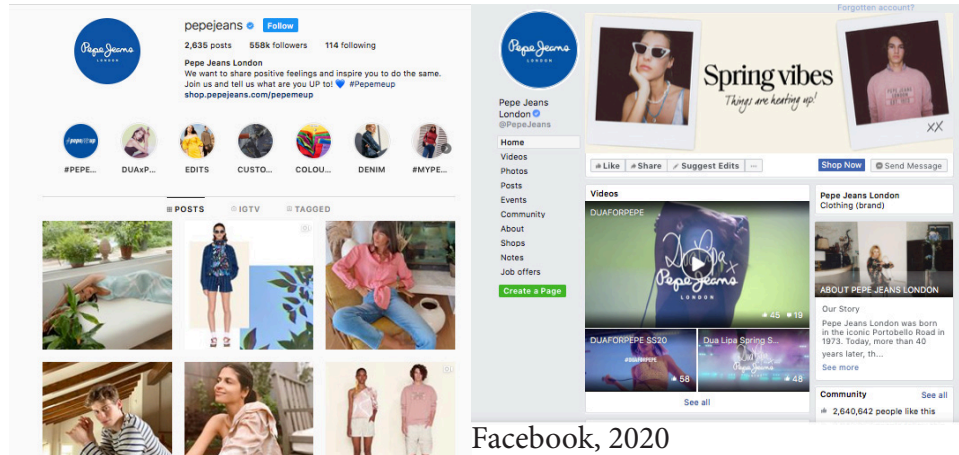
Facebook, 2020

Levi's Competitor Marketing Strategies

Pepe Jeans

Social Media

Along with Tommy Hilfiger and Levi's, Pepe jeans use social media to advertise their products. However, their efforts are not as significant, as they have significantly less followers. This may be to general popularity with the brand, or that the social media posts are not attracting as many potential consumers.



Instagram, 2020



Twitter, 2020

Advertisements

Along with Tommy Hilfiger, Pepe Jeans have used celebrity endorsement to promote their products. In 2019 Pepe Jeans partnered with Dua Lipa for their #DUAFORPEPE collection, which recreates 80s and 90s styles to create a nostalgia effect, while celebrating their heritage. (Pepe Jeans, 2020). The collection has been proven popular due to Dua Lipa's popularity and success in the fashion and music industry. (Exchange 4 Media, 2019). In 2013, Pepe Jeans' spring/summer collection ad featured a cast of British models, including Jourdan Dunn and Cara Delevingne, to celebrate its 40th anniversary, which resulted in being popular in the media, due to the famous faces that it featured. (Vogue, 2013) While Pepe Jeans use celebrity endorsement, they do not use it for every advert, they create TV adverts, along with posters and outdoor advertisements to promote their regular clothing collections.



Wardrobe Trends Fashion, 2013



Youtube, 2019

1920s Advertisements

In the 1920s, advertising quickly changed from simply announcing a new product, to persuading consumers that they needed the product and could not live without it. (EyeWitness to History, 2000). Advertising was shown to be effective when it created repeat consumers and brand loyalty. (Banner Tag, 2019). Tabloid newspapers launched, which resulted in the advertisements reaching millions of consumers on a regular basis. Also in the twenties, advertisers used film and sports stars to persuade consumers to buy a range of products. (EyeWitness to History, 2000). Along with newspapers, radio became more popular, and was a way to communicate to the masses, along with a form of entertainment, but also acted as a form of advertisement. By 1928, sponsorships were intertwined in the radio, where the advertisements fit the needs and wants of the listeners. (AdAge, 2003)

The following images are 1920s advertisement for a range of products - these can influence Levi's marketing campaign, through the styling and designs of authentic twenties adverts.



All Images from Web Urbanist, 2010



Chapter Two

Levi's Marketing Concept

1920s Advertising

Response to Research

Celebrity Endorsement and Social Media

From previous research, Levi's marketing strategies are very similar to Tommy Hilfiger and Pepe Jeans. They all use social media as their main form of advertising, along with print advertising which is used on billboards, signs and transport locations. However, Levi's do not use celebrity endorsement, compared to their competitors, which could be seen as a negative and advertising is not completed to its full advantage. Celebrity endorsement can be really effective and useful for a brand, with 16% of generation z and millennials who find brands or products as a result of celebrity endorsement. (Statista, 2017). This is important for Levi's as this is the target market they are aiming at, which are a powerful customer base, as 63% of millennial use social media to stay updated with their favourite brands. (Marketing Expert, 2018). So the use of celebrity endorsement through social media outlets, can be a successful way for Levi's to promote new collections and the overall brand. Even though they do not use celebrity endorsement, Levi's are successful in the way they attract their following on social media, as even though Tommy Hilfiger is a bigger brand and makes more profit than Levi's, Levi's have a larger social media following.

The advertising in the twenties decade was very different to modern day advertising, however some aspects could be used to inspire the advertising of Levi's heritage collection. While advertising in the twenties was portrayed as a need, the marketing for Levi's would follow modern day persuasion techniques, to make sure consumers were not overwhelmed by the advertising. The inspiration from the 1920s could reflect to Levi's through designs and overall style, to enhance the theme.



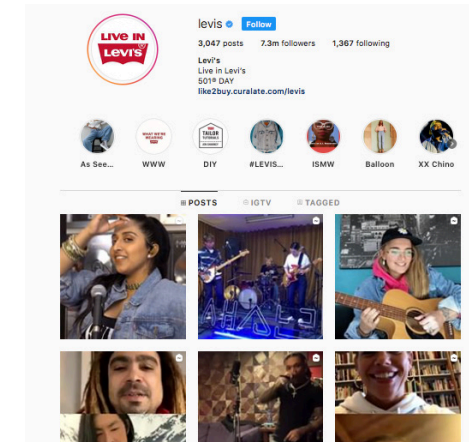
Web Urbanist, 2010

Marketing Concept Overview

Online Launch

To market Levi's heritage collection, social media should be used to promote the countdown, along with the launch of the collection. By announcing the collection before the launch, this allows more people to become aware of the collection, increasing the potential sales and overall success of the collection. This would be successful, as Levi's already have a huge social media base, so high volume of people will definitely see the posts and images. The images and posts must stand out, in order to attract consumers, through interesting imagery and graphics.

The social media graphics would link to the graphics used on the website. Levi's currently have a banner on the home page, which is the first thing that is visible on the website. To have this eye catching, it would be successful as all visitors to the website would be able to see it, which increases the amount of potential customers buying the collection.



Instagram, 2020



Inside Retail Asia, 2020

In-Store Launch

Experiential marketing is becoming more and more popular for brands and marketers. The in-store launch is important as it directly connects consumers to the products and the store, to encourage them to purchase. Once the customer is in the shop and experiencing the activities and they are more likely to return to the store, with 70% of individuals become regular customers after attending an experimental marketing event. (Aventri, 2016) As a result of in-store events, 98% of consumers create digital content, which helps to promote the event even more. (Event Marketer, 2016). The graphics for in-store launch will match the online launch, but shown through posters, screens and art displays within the Levi's store, to combine all the marketing aspects.

Online Launch Concept

The online launch will focus on the use of social media to encourage customers to visit the Levi's website to purchase items. The social media posts will be the primary advertising tool, as this can reach a large amount of customers, due to Levi's large social media following. These social media posts will vary, with some simply announcing a new collection, while some will include more information. This allows anticipation to begin, in order to encourage customers to look forward to a new collection, and therefore more likely to purchase items. By using social media, the consumers have already been segmented, as they all have the same interest, that they like the Levi's brand or like fashion and buying clothes, resulting in a more effective and successful form of advertising. This is already eliminating customers who have no interest in Levi's, if another form of advertising were to be used, such as advertisements on transport links, billboards and posters, these would be as successful as they do not segment customers to specific interests. To increase the reach to those who are not following Levi's on social media, adverts can be used to target those who have fashion interests, which are personalised to each user.

The website graphics will be designed for visitors of Levi's website to persuade to visit the collection page, which requires them to be eye-catching, while co-ordinating with social media graphics, in order to look professional. The graphics need to be accessible, with spaces for links so the consumer can quickly navigate to the specific page. The website could offer a countdown, to increase anticipation, along with the use of promotional offers, to encourage customers to purchase items, such as a free tote bag or accessory.

Both the website graphics and social media graphics must promote the in-store event, in order to encourage customers to visit the store, and therefore likely to purchase collection pieces.

Social Media Posts

The following images show the social media posts that could be posted to promote the collection, rather than the in-store events and collection pieces. The images show the posts from Instagram, Facebook and Twitter.



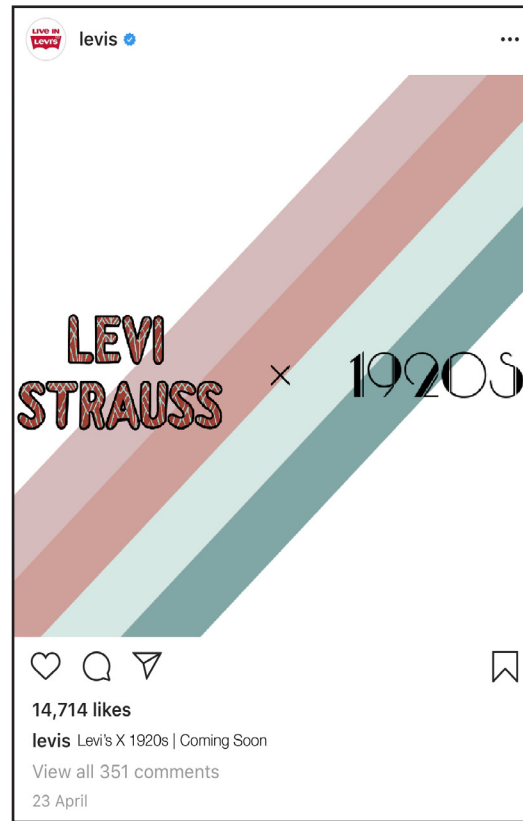
Facebook, 2020



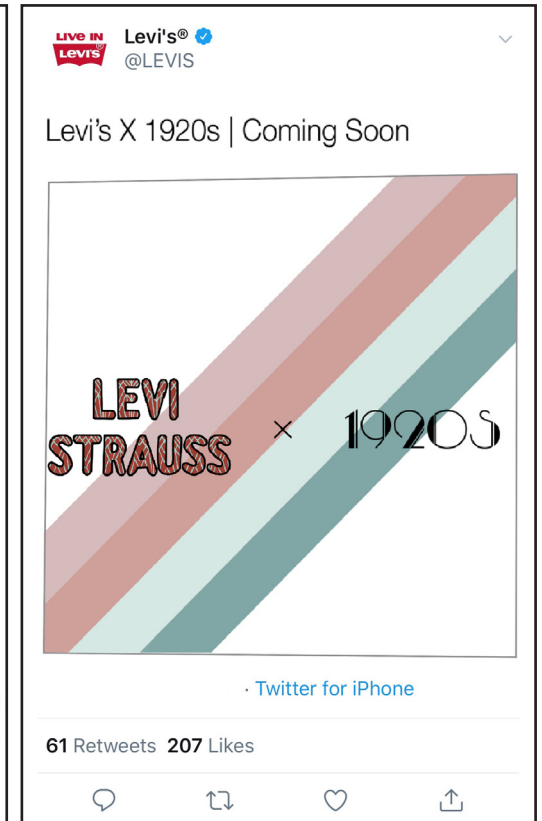
Social Media Posts Continued



Instagram, 2020

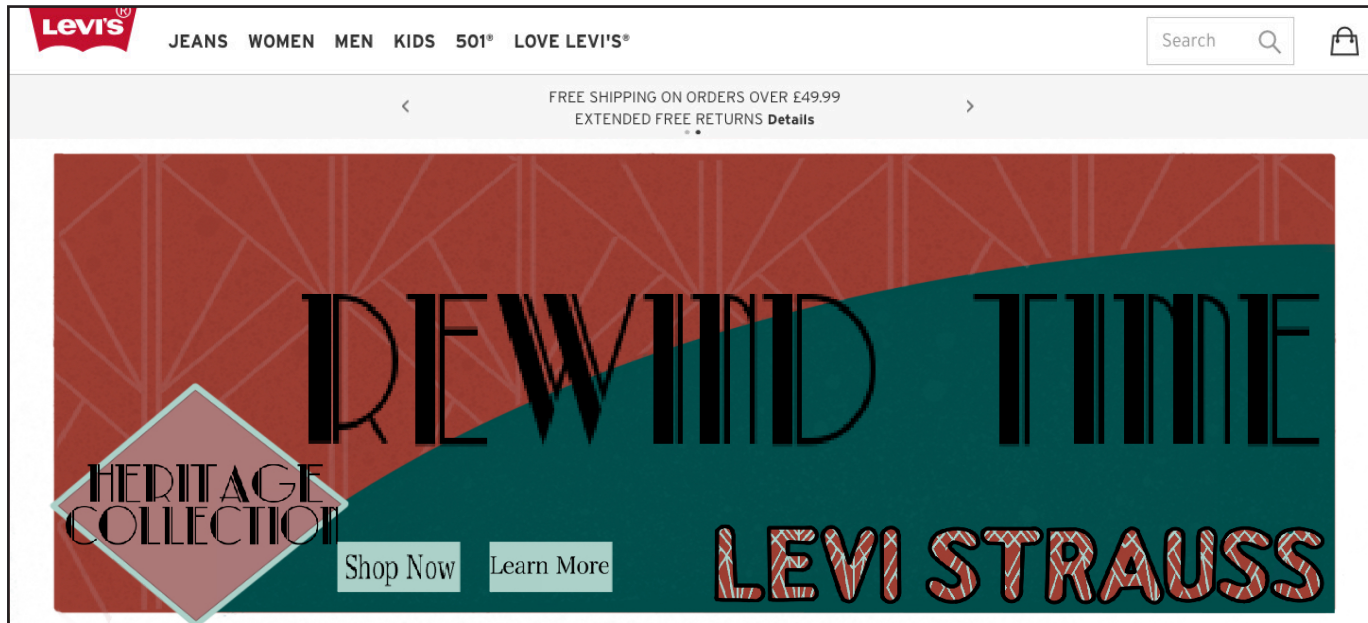


Twitter, 2020

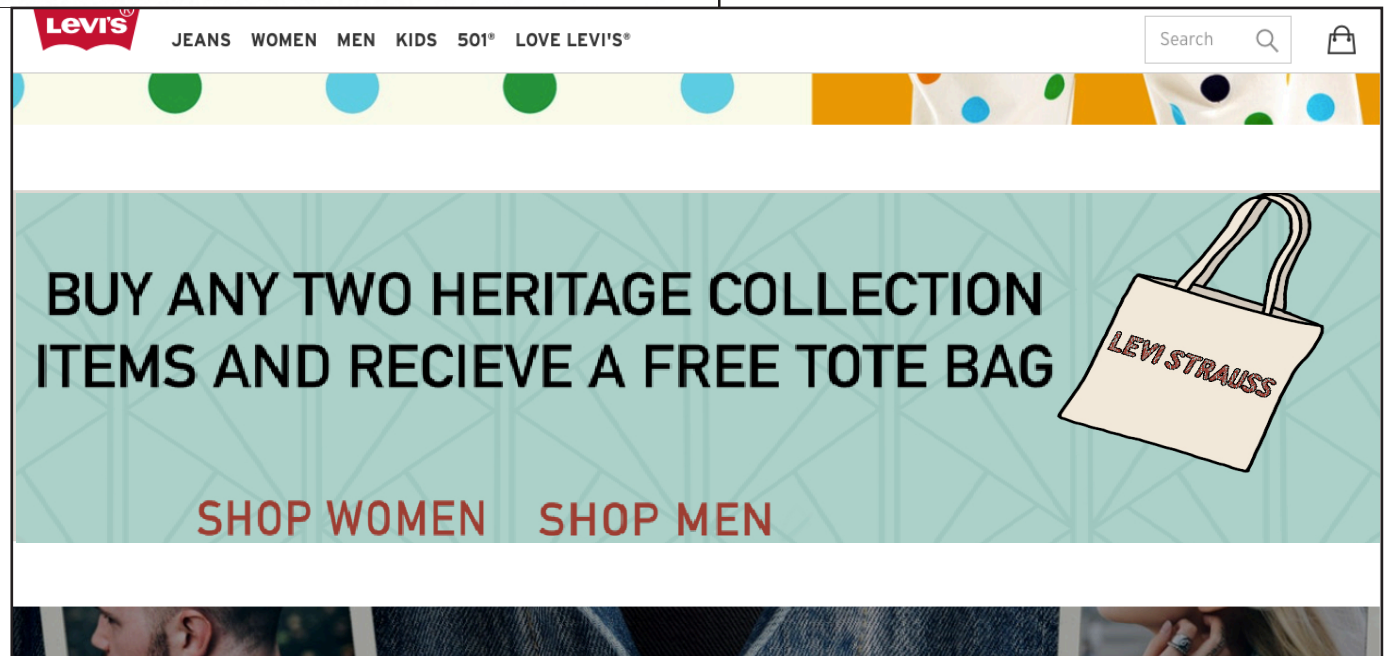


Website Graphics

The following image shows the final concept for the website graphics. The aim for social media is to bring potential consumers to the website, which means the graphics should be bold enough to persuade customers to purchase items. In addition with the initial website graphics, a promotional banner is also used to encourage more sales.



Levi's, 2020



Levi's, 2020

In-Store Launch

The in-store event is aimed to directly connect customers with the products. This means that customers can try different collection pieces on, along with seeing them in real life, rather than online. This is because more and more people are primarily shopping online, and the event will persuade customers to visit and support high street stores, rather than purchasing online. The in-store event is designed to encourage sales through customers through different attractions within the event. Many of individuals who attend these events, post images and information on digital platforms, which increases the amount of publicity. By creating a digital “filter” for Snapchat and Instagram, this would encourage to post on social media platforms. Another aspect of the instore launch is a Photo Booth, which again, would encourage posts on social media, and therefore more publicity. Levi's currently offer personalisation for an extra charge in their flagship and selected stores. An idea is to offer free personalisation embroidery on garments, which encourages customers to leave the event happy and have a more positive outlook as Levi's as a brand. To promote the in-store events, social media could be used to reach a high volume of potential visitors.

While most of Levi's events are in their main flagship stores, such as New York City or London, this event could be offered in multiple UK locations, to make sure more potential customers can attend.

The design for the Levi's store could be revolved around the brands heritage, such as facts about their heritage, and images that make Levi's who they are today.

Social Media Posts

The following images show the posts that could be posted to social media to promote the in-store heritage event. The image includes the website information, along with different activities within the event that could persuade people to attend.



Instagram, 2020



Twitter, 2020

Outside & Instore Store Advertising

External Advertising

The below image is an example of the way the heritage event posters could be used on the exterior of the Levi's store. This attracts customers who are passing the shop, targeting those who do not follow Levi's on social media, but are still interested in the brand. The layout of the posters would vary depending on the layout and style of the store, as each of the Levi's stores vary in design and style. The graphics are the same of the social media advertisements to keep consistent with the advertising styles. The posters directly promote idea of experiential marketing rather than the collection, which is designed to increase customer participation with the brand.



Lucky Fox, n.d

Internal Advertising



Levi Strauss, 2015

The above image shows different advertisement posters inside of a Levi's store. While the internal designs and layouts of Levi's stores vary, the concept of instore posters and signs are the same. The three posters promote different aspects of the collection. The far left image promotes the general collection, noting that the collection has been released and available to purchase. The middle poster includes a fact about Levi's heritage, to connect the customer to the background behind the collection, specific about the twenties decade. The final right poster promotes the social media filter, to encourage customers to promote the collection on their personal social media accounts, to increase word of mouth. The collection could be displayed under the posters to make it clear and accessible for customers to quickly identify the heritage collection items.

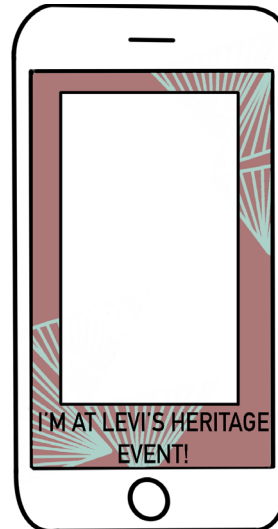
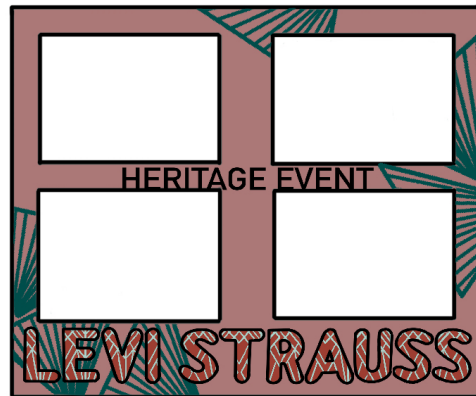
In-Store Event Graphics

The instore event is aimed to increase customer participation with the brand, including learning more about Levi's heritage to understand the brand to persuade customers to become more loyal. Along with loyalty, the event is to increase word of mouth, along with free social media advertising. Word of mouth advertising is very powerful, as it is the leading purchase influencer, with 74% of consumers believe that word of mouth is a key influence in their purchasing decision. (Ogilvy Cannes and Marketing Charts cited from Referral Rock, 2020). The event is designed to make customers happy and leave with a positive experience, to create word of mouth marketing for the heritage collection along with Levi's as a brand.

The different aspects of the in-store event include free personalisation, social media "filters", photobooth and special offers. The photobooth and social media filters are designed to encourage posts on social platforms, while the special offers and personalisation are designed to leave customers feeling positive.

Photobooth and Social Media Filters

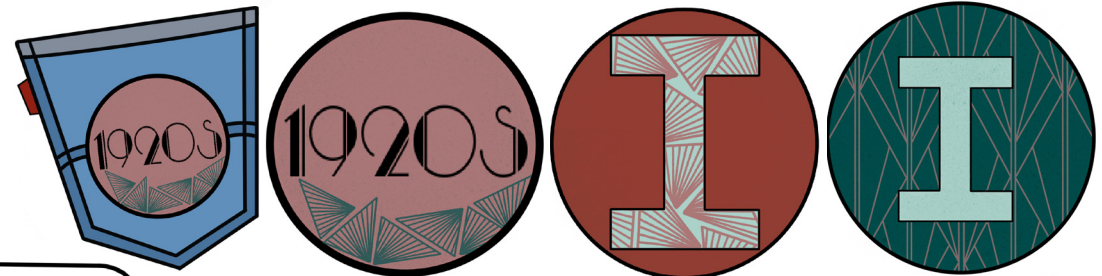
The following images show the photobooth and social media "filters", which reflect the art deco theme, while linking to the heritage event. These are designed to encourage social media posts, to benefit Levi's due to the inexpensive form of advertising.



Personalisation Area



Business of Fashion, 2018



The following images show the personalisation designs, where they can be used along with signs promoting the personalisation. The top image shows the different signs that could be used to promote the personalisation area, with the designs that are visible from afar. The circular sign makes it easy for the customer to know what the particular area is focusing on within the event. The three above designs are embroidery patches that could be sewn onto heritage collection items, such as denim jackets or jean pockets, which is shown above.

Inside Store Product Layout

The way products are presented in a store is extremely important. Studies have found that 90% of customers turn right when browsing in a store. (Shopify, 2017) This means that the items they first see are on the wall as they turn right, known as a power wall. The collection products should be presented on this power wall, which can be used for different layouts of different Levi's stores.

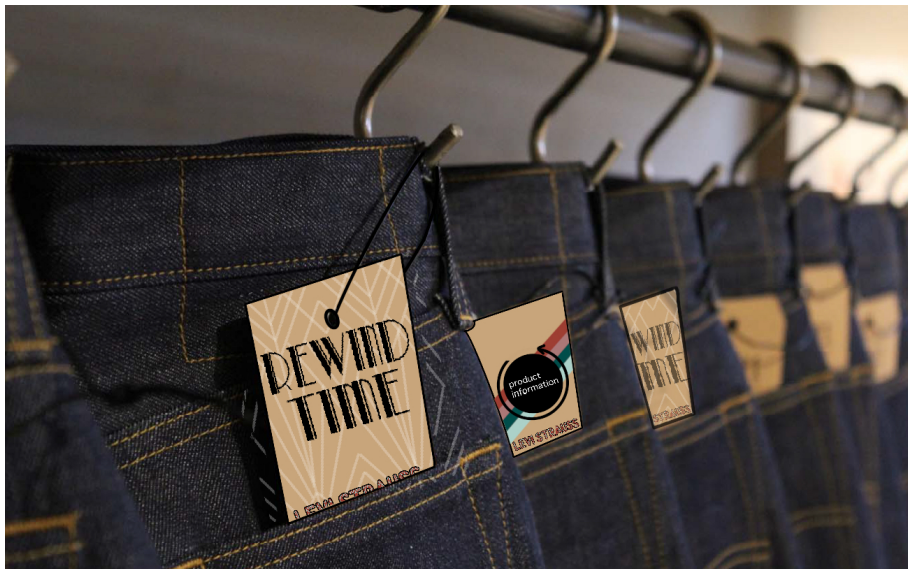
Along with the location of the products, the physical display of the products are important. This will attract customers to engage with the products and notice the display, and therefore increase the chances of them purchasing the item. This display can be used for both the in-store event, along with general sale of the collection.

The following images are examples in which the clothing items can be displayed.



The following image shows one way that a denim jacket could be displayed. The display focuses on the back of the jacket, where the most of the detail is located. This means that when walking past, the jacket catches the customers eye, while the sign below makes it obvious what collection the jacket is from.

Fool, 2019

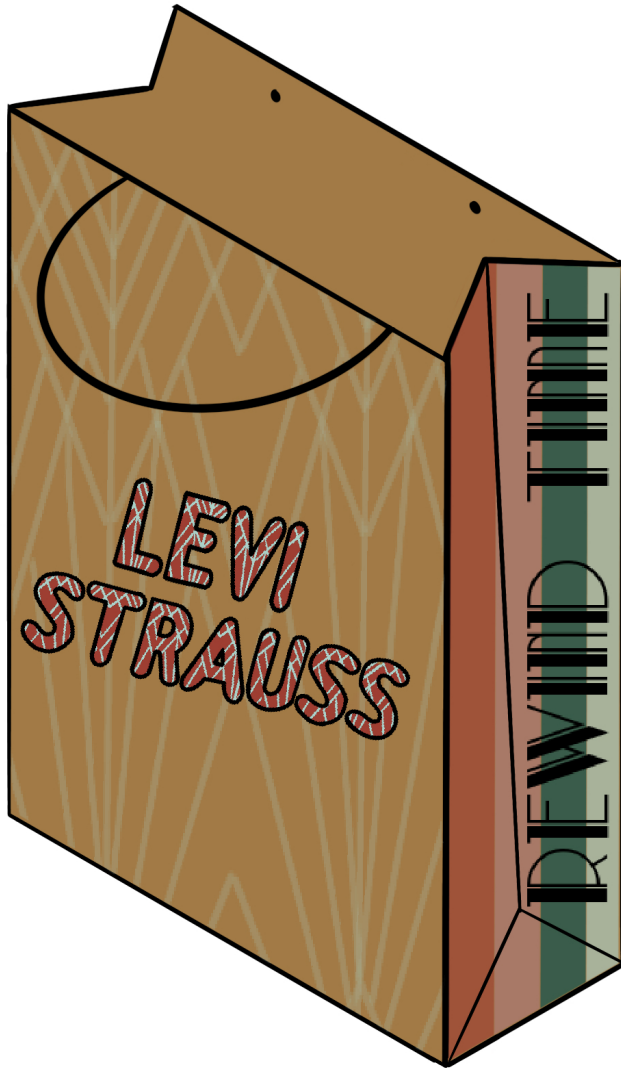


Manual, 2014

The image (left) shows the ways that the jeans can be displayed, with the product tag on display. There would be limited amount of products on the shop floor, to allow more space for the individual clothing items to be displayed, to allow more of the detail to show through the display and clothing rack. Jeans would be displayed the same way for the in-store event along with general sale, to keep the displays consistent.

Product Packaging

The following images are the packaging for the heritage collection. Both designs reflect the art deco theme, along with the use of the “Rewind Time” slogan.



Chapter Three

Critical Reflection

Critical Reflection

Successes:

The overall heritage collection concept has different successes, while many different things could be improved to make it industry leading. The overall designs reflect the art deco theme, through the use of geometric shapes and stripes. These all reflect the twenties decade, to celebrate a century since the start of the decade. This supports the idea that trends resurface, while some trends repeat after 10 or 20 years, there is no limit for when trends can come back into fashion. Nostalgia is such an important part of the collection, as it can directly connect with consumers, to bring out their emotions and social connectedness. Levi's have such a dense and interesting heritage, and this collection celebrates aspects of their heritage. Throughout the designs, there has been a range of art deco designs, which have been successful, as it keeps a sense of consistency throughout, while not repeating the patterns too often. There has been a sense of consistency through the use of the "Rewind Time" slogan, which summarises the collection, while adding the sense of nostalgia, that while time cannot be rewinded, the trends and sense of the twenties can be experienced through Levi's collection. All the graphics show a clear concept that reflects Levi's heritage and art deco theme, with a successful way to promote the collection, through the in-store concept and online marketing. The choice to use social media was successful, as not only does it benefit Levi's due to the inexpensive cost and high reach, social media is such a powerful tool in modern day life. Most people use social media, whether this is to connect with friends, connect with brands or to research brands, but most people use it, for a range of different reasons. Levi's can promote to different customers, those who like the twenties decade, like Levi's as a brand, or their competitors customers due to similar interests. This was a more successful way to promote rather than outside advertising such as on transport links, billboards, or digitally through TV or radio, as these are high cost, and not focused on those who have any interest in the brand, compared to social media which is more focused.

LEVI STRAUSS



Levi Strauss, 2018



Levi Strauss, 2019

Improvements/ Unsuccessful aspects:

While the heritage collection was successful in some aspects, there are some drawbacks. The collection and designs were too focused on the art deco theme, rather than Levi's heritage. Even though the clothing from the collection are heritage based, the advertising material wasn't focused enough. Another aspect of the designs which were unsuccessful were the lack of experimental features, this could be improved by using more than just art deco patterns, such as secondary images along with graphics inspired by these images. This could relate to Levi's heritage, rather than just focusing on the twenties decade. Levi's heritage was not celebrated enough in the concept, only featuring as a form of advertising for the in-store launch. The heritage throughout the marketing and designs, could have been celebrated more - they have such a interesting heritage, this could have been explored in more detail. For the design aspect, there has been some inconsistency - some designs feature art deco geometric styles, while some designs feature stripes. While these both reflect the twenties decade as a whole, the two designs do not co-ordinate in style. This could be improved by using either art deco designs or stripes, to prevent a clash in designs. The marketing concept could have been more specific, including specific clothing locations, to make sure all Levi's stores have the same layout for the collection.

Different parts of the overall heritage concept can be improved, to improve the collection as a whole. While social media is a successful form of advertising, online ads could have been used, to promote to those who have visited the Levi's website, or similar websites, such as Levi's competitor brands - this means that people are reminded what they've seen, to make sure they do not forget what they've seen previously. This is focusing the advertisements to those who seem interested, or likely to be interested. There could have been a bigger range of website graphics, rather than just an introductory image and promotional image. In order to purchase online clothing, the website is where customers go, and the graphics need to be bold and eye-catching. These graphics are very important, as they are the first thing the customer sees when visiting the website. The website graphics could have included a countdown, to increase customer anticipation. Along with this, there could be specific graphics for department websites or websites that sell a range of brands, such as ASOS- this increases the potential customers, due to not relying on them to visit the Levi's website.

The celebrity endorsement idea could have been developed more, to focus some aspects of the advertisements on particular celebrities that could benefit Levi's as a brand, along with the success of the collection.

Conclusion:

Overall, the heritage collection concept does have potential for global appeal. Levi's competitors have released heritage collections, along other fashion brands which are not directly one of Levi's competitors. Even though the clothing market is such a competitive industry, Levi's competitors have been successful in their efforts, showing that there is no reason why the collection would fail. Levi's have such a large fan base, ranging from those who live in Levi's jeans, to those interested in fashion, meaning that there is enough potential customers for this to be popular. Levi's has the potential to stand out from others, due to the mix of heritage and 1920s style branding, to add more detail and is different to other collections. The heritage collection brings nostalgia back to some individuals around the globe, such as enjoying styles from the 20s, remembrance of family members or art deco style furnishing or clothing, all to bring the idea of nostalgia back to life. In relation to global appeal, it does potential, especially in the United States, as that's where Levi's roots are, and if it can be released in the UK market, it has potential for different countries too.

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