

MAKE-UP ASSIGNMENT: FOR CREDIT COPY ONTO YOUR OWN WORKSHEET

Save a tree... return this to the handouts file when you are finished with it

Levis

Sewing A Legend

1. In London, how many people on the street are wearing jeans? **MORE THAN HALF**
2. To be authentic, Levis jeans have to have what on the pocket? **RED TAG**
3. For which job were jeans invented? **GOLD MINING DURING THE GOLD RUSH**
4. What did cowboys like to use the cuffs for? **ASHTRAY OR PACK OF CIGS**
5. Which Bruce Springsteen album had Levis on the album cover, raising sales 25%? **BORN IN THE USA**
6. Which cowboy movie star brought levis into the movies? **JOHN WAYNE**
7. Do you find it surprising that one of the first things that started Dress Codes was blue jeans? **YES OR NO**
8. Levis was one of the first to show who celebrate what in their commercials? **DIVERSITY**
9. What kind of jeans did model Brook Shields wear? **CALVINS**
10. When jeans evolved into the fashion world, what did people start to think about Levis? **THEY WERE YOUR MOM'S JEANS OR WORSE YOUR GRANDFATHER'S JEANS**
11. What problems did Levis have managing its overseas facilities? **THEY ARE ACCUSED OF TREATING WORKERS LIKE SLAVES**
12. According to the Ad, Levis are so valuable in Prague, you can trade Levis for what? **A CAR**
13. Why didn't Levis own even one pair of original Levis jeans? **1906 FIRE DESTROYED THEIR HEADQUARTERS**
14. Which decades are the most valuable vintage jeans from ? **50's and 60's**
15. What is the Big E (shows the jeans were made before the late 60's)? **CAPITAL E ON THE RED TAG**
16. When did oversized & baggy jeans come into the jean wars? **2001**
17. What was the issue with starting a new line for sale in Wal-Mart? **KEEPING UP WITH THE HIGHER DEMAND AND MANUFACTURING CYCLES**
18. The "Big Buyers" of jeans are the _____ to _____ year olds. **18 to 25**
19. How much of the market is designer jeans that cost more than 100? **1%**

Name: _____

Assignment # _____

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It's OK to write on this

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Grading: 3pts = All answered| 2pts =10-18 answered| 1pt = 1-9 answered| 0pts if 0 answered|