

Levi's celebrates 20 years of doing business in SA

Levi Strauss & Co., one of the first multi-national companies to re-enter the South African market following democratic elections in 1994, celebrates 20 years of doing business in the country.





















A 'Legacy Street' celebratory event to mark this milestone was being held in Cape Town at a warehouse transformed into a San Francisco streetscape, reflecting the roots of the company dating back to 1853. This celebration coincided with the company's global advertising campaign, Live in Levi's® being launched in South Africa.

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