



This Is a Pair of Levi's Jeans: The Official History of the Levi's Brand

Lynn Downey, Jill Novack Lynch, Kathleen McDonough

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Levi's jeans are the consummate American icon. For nearly 150 years, Levi's jeans have been woven into the very fabric of American history and culture.

America's love affair with jeans is movingly documented, and the wonderfully original Levi's advertising campaigns brilliantly reproduced.

From the gold fields of California to the oil fields of Oklahoma, from wheat fields of Kansas to cattle drives in Texas - from Woodstock to Haight Ashbury to Rodeo Drive - Levi's jeans is the way to go.

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