

History in the Hem

On Saturday, April 17th, the Contemporary Jewish Museum in San Francisco re-opens its doors to the general public, which features the exhibit Levi Strauss: A History of American Style, showcasing the life of Levi Strauss, the birth and evolution of the blue jean and how Levi's® has come to define American style in the U.S. and abroad. Don't miss out!

The Contemporary Jewish Museum presents Levi Strauss: A History of American Style, featuring more than 250 items from the Levi Strauss & Co. Archives, visitors will experience Levi Strauss & Co.'s enduring impact with rarely before seen objects, including a suit owned by Lauren Bacall, Albert Einstein's LS&Co. leather jacket, an AMC Gremlin car with an interior upholstered completely in denim, and a custom ensem-



"Showing their Levi's" postcard from the California Rodeo Salinas (July 13–16, 1939), 1939.

ble worn by Lauryn Hill on her Miseducation tour.

Works in a variety of media will be on view, offering unprecedented access and insight into the life and work of Levi Strauss, his impact on the city of San Francisco and its Jewish community, as well as the ongoing influence of Levi Strauss & Co. on American and global style.

Through the lens of a Jewish immigrant, visitors are invited to experience a timeless American story of ingenuity, perseverance, and success. The scope and sweep of the exhibition follows the arc of modern American history, revealing the synchronicity between the evolution of the blue jean and the trajectory of American pop culture.



“[Visitors] can expect to see a broad range of [Levi’s] history from Levi Strauss and his story all the way up to the present.”

PAIGE SIEGALL / UNZIPPED STAFF
Tracy Panek

Meet Levi’s Tracy Panek

Tracey Panek is the historian at Levi Strauss & Co., where she manages historical materials and day-to-day operations of the Levi Strauss & Co. Archives. Panek regularly contributes to Unzipped, the company’s blog, which highlights company history, vintage Levi’s® garments, and behind-the-scenes content. Before her position at Levi Strauss & Co., Panek spent fourteen years as historian and archivist at AAA Northern California, Nevada & Utah.