

Mr Porter Launches Levi's 501 CT Jeans

By [Frederick Marfil](#) · April 21, 2015 · [Brands](#)



Classic American denim brand Levi's teams up with global online leading retailer Mr Porter in the 501 CT jeans. "Customized and Tapered," the three-piece denim collection is made in San Francisco and designed by the Levi's team and Mr Porter's denim buyer, Sam Kershaw.

"For years, people have taken the iconic 501 and customized them by getting on a sewing machine and giving the legs a taper. With the 501 CT, we customized them and worked with the lovely people from Mr Porter to make them even more special," said Levi's head of design, Jonathan Cheung.

Handmade at Levi's Innovation lab in Eureka, San Francisco, each pair takes about 72 hours to create and crafted from **Cone Mills' White Oak selvedge denim made in North Carolina—Cone have collaborated with Levi Strauss & Co. for 100 years.** "We already stock the Made and Crafted and Vintage lines and this project naturally grew out of our existing relationship with the brand. We were keen to stock a classic 'Red Tab' style—but we wanted to do something special, to be able to offer the Mr Porter customer a jean that they couldn't get anywhere else. At the same time, Levi's were working on a bespoke version of their new 501 CT jeans and the conversation naturally progressed from there," explained Kershaw.

"The most exciting part of this project for us is that we are the first brand partner to ever have design input in to a 501 style," said Kershaw. "It's such an iconic piece, so understandably the Levi's team hold it very dear. Jonathan and I had already discussed what we had in mind with regards to fit and color ways and as it turned out we were completely on the same wavelength when it came to how we thought they should look, feel and fit."

The Levi's 501 CT collection is available exclusively on mrporter.com.