
RAWR DENIM

SEPTEMBER 22 2015 in DENIM by GERALD ORTIZ

LEVI'S VINTAGE CLOTHING – THE GOLDEN HANDSHAKE

2015 marks the 100th anniversary of the legendary partnership between **Levi's** and **Cone Mills**. To commemorate this historic gentleman's agreement, **LVC's** latest collection pays tribute to the American denim bastion, the **1915 501** jean, and the people who helped put it all together.

The 1915 501 is a buckle-back jean with exposed rivets at the rear pockets as well as a crotch rivet. It accommodates for suspenders and keen denim enthusiasts will note the single-needle **arcuates**. For the Roaring Twenties/pre-depression-era jacket lover, there's the 1920s-inspired **Lot 71 Sack Coat** which uses what Levi's calls 'Express Stripe' cotton fabric with branded brass buttons. If you want something a little more contemporary with some fancy technology, they also reproduced the 1950s **701** jean which is made of **sanforized** pink-line selvedge raw denim complete with a zipper-fly.



The Fall/Winter 2015 Look Book is set against the Appalachians, neighbors to the Greensboro plant we know and love today and you can check it out [here](#). To shop the collection, head to the Levi's [website](#).



Above 1915 501: Original (left), LVC (right)



Above: Lot 71 Sack Coat



Above: 1950 701: Original (left), LVC (right)



Above: Hiking Coat