



LS&CO. UNZIPPED

Welcome to our blog. Here's where you'll find a "behind-the-seams" look at what's going on with Levi Strauss & Co. You'll hear from a variety of voices, from both inside and outside the company. And you have the chance to share your thoughts. So read on — and weigh in!



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Running With the Devil



Editor's note: Running enthusiast Doug Smith let us know about a race he recently ran, wearing Levi's® 510s™. Blue jeans, of course, aren't usual running attire. But as you'll find out from his story here, the Devil Dash isn't your usual footrace.

This morning I ran the [Devil Dash](#) in Boulder City, Nev., a 5K course featuring mud, barbed wire and other obstacles. I wore a pair of Levi's® 510s™ to help avoid rope burns, cuts, and scratches on the obstacles.

And they worked.



I finished with only a few minor abrasions. With just exercise clothes or shorts, those abrasions would have been bleeding lacerations from sharp rocks and parts of the obstacles I came in contact with. The 510s™ are excellent because of the tight fit (loose fit would not prevent cuts and abrasions as well). And given the stretch they have, they didn't impact my ability to run or go over/under/through the obstacles.

I have worn that pair of 510s™ about 800 days now, over three plus years. They weren't even damaged during the event, even though I was crawling on hands and knees in rocky sand and mud and scraping across ropes.

The mud did not penetrate the outer layer or the jeans. I was clean on the inside! May also dress a little lighter next year if the temperature is warmer. But even if hot, I still plan to use the jeans. I don't like rope burns and cuts.

Overall, my engineering analysis of what to wear was right on the mark. Levi's® 510s™ rock!

Editor's footnote: When I spoke yesterday with Doug, he told me that while he had to throw away everything else he wore in the Devil Dash -- even his running shoes -- his Levi's® 510s™ survived just fine. In fact, he said he was wearing them as we talked.

Posted By: Cory Warren, Editor, LS&Co. Unzipped



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