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Cover Trail

How the cover gets made

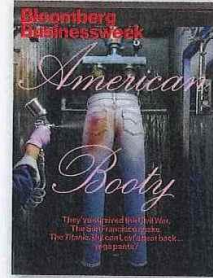
Domestic and Asian Cover

"Cover is on Levis, and how it's working to compete with yoga pants."

"It's about time someone tackled one of the most destructive and troubling forces in modern-day society. How will it compete?"

"It's experimenting with new fabrics, washes, and fits in a lab in San Francisco."

"We could shoot the lab for the cover. Or we can illustrate a woman wearing Lululemon choking an 1800s Levi's-clad pioneer with her legs."



European Cover

"The story is about a new airport in Berlin that hasn't been able to open."

"Very compelling. What's keeping it from opening? Did a deadly virus break out at the terminal? Terrorist threats? A natural disaster?"

"Mostly poor planning and mismanagement."

"I see. So what exactly is the irresistible lure of this story?"



Opening Remarks China's market meltdown and Beijing's not-so-invisible hand 10

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Levi's Stretches The storied jean company battles an existential threat: Yoga pants 48

Googled Ben Discoe worked, ate, slept, and bathed at the Googleplex for 13 months straight 56

Holding Pattern Berlin broke ground on an airport in 2006. Don't ask when it will open 60

Etc.

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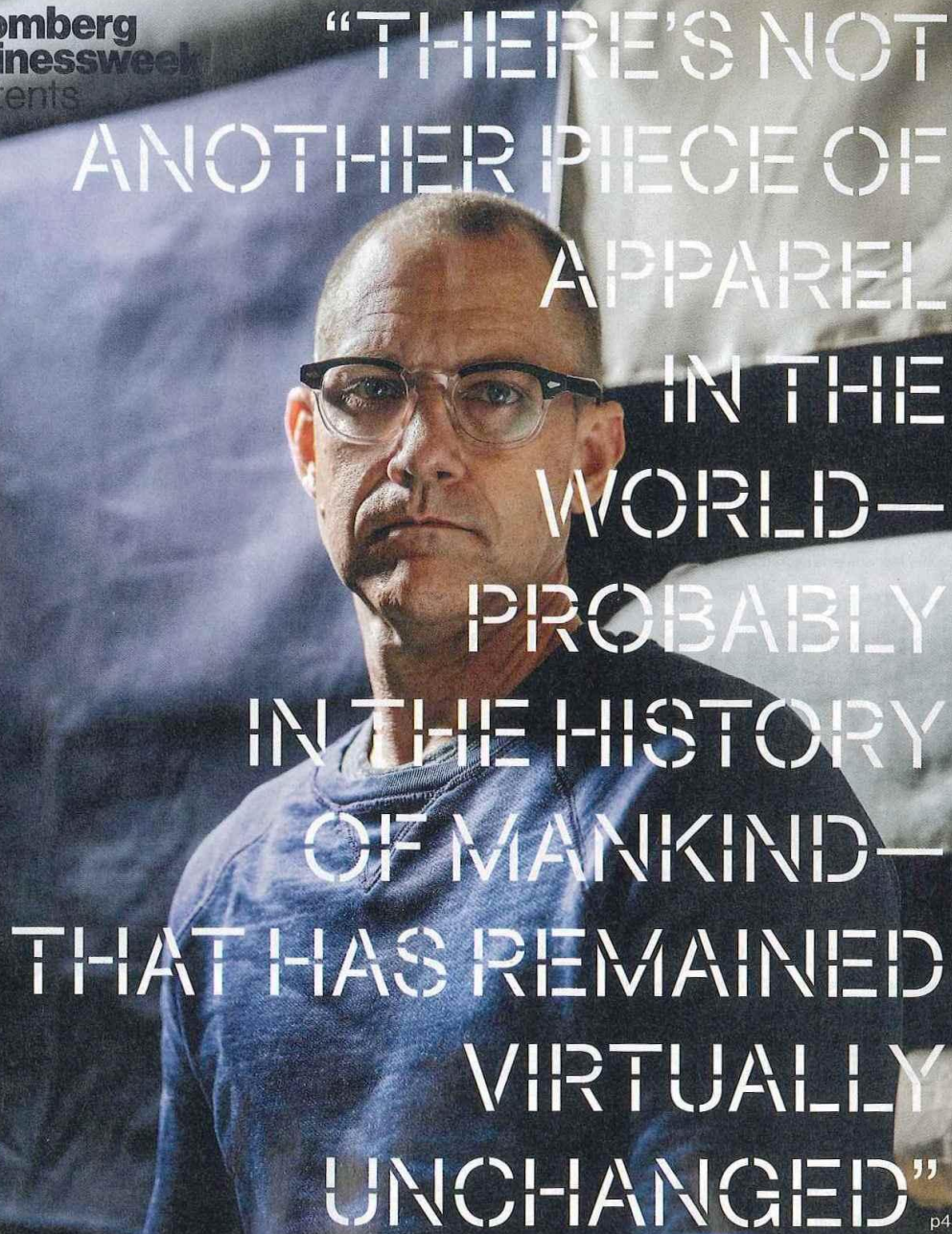
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COVERS: LEVI'S/DOMESTIC EDITION/COVER STORY: PHOTOGRAPH BY JUSTIN KANEERS FOR BLOOMBERG BUSINESSWEEK; BERKELEY/INTERNATIONAL EDITION/COVER STORY: MICHAEL SCHNAP PHOTO



“THERE’S NOT
ANOTHER PIECE OF
APPAREL
IN THE
WORLD—
PROBABLY
IN THE HISTORY
OF MANKIND—
THAT HAS REMAINED
VIRTUALLY
UNCHANGED”

p48

**“My little running
joke was, ‘I keep
a little place,
close to work’”**

p56

**“An Australian giving
tips to Americans on dill
pickles? That’s like giving
tips to Mike Jordan on a
slam-dunk”**

p70

**“The responsibility
for the dysfunction
lies with
somebody else”**

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