



WELCOME

**Levi's® Wear Longer
Project Kickoff**



Welcome

Levi's® Wear Longer Project

Presented by



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Three Truths, One Lie



1. Extending the life of clothes by nine months reduces your carbon, water, and waste footprint up to 30%.
2. The U.S. generates 7 million tons of textile waste every year; many garments discarded due to inadequate fitting.
3. 1 in 3 Americans cannot sew a button.
4. The Wear Longer Project highlights how basic repair and customization skills build confidence, reduces waste, and keeps clothes in use longer.



Gen Z is the least likely to know basic clothing repairs

▶ **GEN Z IS DRIVING RESALE**

64% search secondhand before buying new

▶ **BUT THERE IS A MAJOR REPAIR SKILLS GAP**

41% of Gen Z report no repair knowledge vs. <25% of other generations

▶ **DESPITE A DESIRE TO LEARN**

35% of youth would keep clothes longer if they knew how to fix them



THIS IS A TIMELY AND URGENT ISSUE

▶ Americans discard
81.5 lbs
of clothing per person annually

▶ **2,150 lbs**
sent to U.S. landfills every second

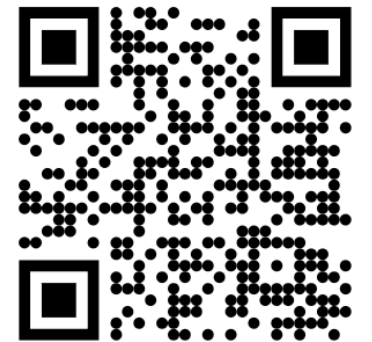
▶ Textiles can take
200+ years
to decompose



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Levi's® Wear Longer Project focuses on:

- Practical Skills
- Environmental Awareness
- Communication
- Empathy & Agency





Wear Longer Project

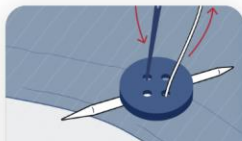
The Levi's Wear Longer Project is a community engagement initiative that empowers the next generation to take fashion into their own hands—teaching students how to repair, refresh, and reimagine their clothes, so they look better and last longer.



in partnership with



Facilitator Guides



PDF ACTIVITY

Sewing a Button | Facilitator Guide

This facilitator guide provides a clear, step-by-step approach for teaching students how to sew a...



PDF ACTIVITY

Hemming an Item | Facilitator Guide

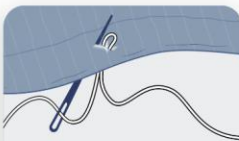
This facilitator guide provides a clear, step-by-step structure for teaching students how to hem...



PDF ACTIVITY

Patching a Small Hole | Facilitator Guide

This guide helps educators teach students how to patch small holes using simple hand-sewn or...



PDF ACTIVITY

Fixing a Tear | Facilitator Guide

This guide helps educators teach students how to fix tears in fabric using functional or decorative...

Student Guides



PDF ACTIVITY

Essential Hand Sewing Stitches | Student Guide

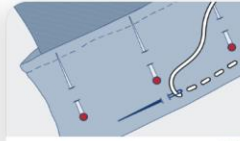
Introduce students to the most common hand-sewing stitches used in mending, hemming, and...



PDF ACTIVITY

How to Sew a Button | Student Guide

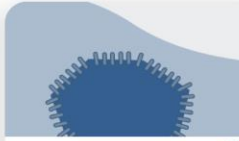
Learn how to sew a button securely using simple tools and clear, step-by-step instructions...



PDF ACTIVITY

How to Hem an Item | Student Guide

Discover how to hem clothing using either hand-sewing techniques or no-sew adhesive...



PDF ACTIVITY

How to Patch a Hole | Student Guide

Learn how to repair a hole in fabric by choosing, positioning, and securely attaching a patch using...



PDF ACTIVITY

How to Fix a Tear | Student Guide

Learn how to repair a tear by aligning the fabric, choosing the right stitch style, and sewing a...

Student & Facilitator Guides



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FACILITATOR GUIDE

Sewing a Button

GRADES	SKILL
9–12	1 of 4

Empowering students to extend the life of their clothes and reduce textile waste.

GUIDE OVERVIEW

This guide provides educators with a complete framework for teaching high school students (grades 9–12) how to **sew a button**. Students learn a simple—yet essential—repair technique that builds independence and confidence while supporting sustainable habits. By mastering this everyday skill, they discover how small actions, such as fixing a loose button, can reduce waste, save resources, and extend the life of their clothing.

By the end of this lesson, students will not only know how to sew a button but will also understand how repair and customization skills connect to creativity, sustainability, and self-reliance.

1. ENGAGE

Begin the lesson by connecting with students' real-life experiences. Ask them to think about a time they lost a button from a favorite shirt or pair of jeans. What did they do? Did they throw the item away or try to fix it? This question opens the door to a discussion about fast fashion and textile waste.

Share that the average American throws away over 80 pounds of clothing each year, often due to small, fixable issues. Explain that learning a simple skill,

DID YOU KNOW?

About 1 in 3 Americans cannot sew a button, even though it's one of the simplest repairs. **The Wear Longer Project** highlights how basic repair and customization skills build confidence, reduce waste, and

HOW TO SEW A BUTTON

Buttons do more than hold things together. They let you show your style and skill. Learning to sew one securely means you can fix, design, or reinvent your clothes whenever you want. With a few tools and simple steps, you'll learn to sew a button that lasts.



1. Prep Your Supplies

- Cut a piece of thread.
- Thread the needle and tie a small knot at the end of the thread.



2. Mark Where the Button Goes

- Find the right spot for your button and mark the center with chalk or pencil.

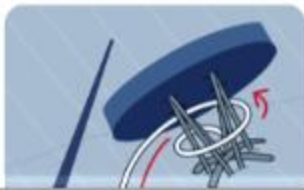


3. Anchor the Thread

- From the back of the fabric,

YOU WILL NEED:

- A Button
- A Needle
- Scissors
- Thread
- Chalk or Fabric Pencil
- A Small Pin or Toothpick



6. Finish the Shank

- Remove the pin or toothpick.
- Wrap the thread around the stitches under the button

Let's sew together!

Button Bingo

Sew a Large Button,
Focusing on Stability

Sew Two Matching
Buttons Side-by-Side

Create a Thread Shank

Sew a 4-Hole Button
in an "X" Pattern

FREE SPACE
Sew Any Button You
Choose, in Any Way
You Choose.

Sew a 2-Hole Button

Sew a 4-Hole Button
in a Parallel (||) Pattern

Sew a Button
with a Contrasting
Thread Color

Sew a Tiny Button,
Focusing on Precision

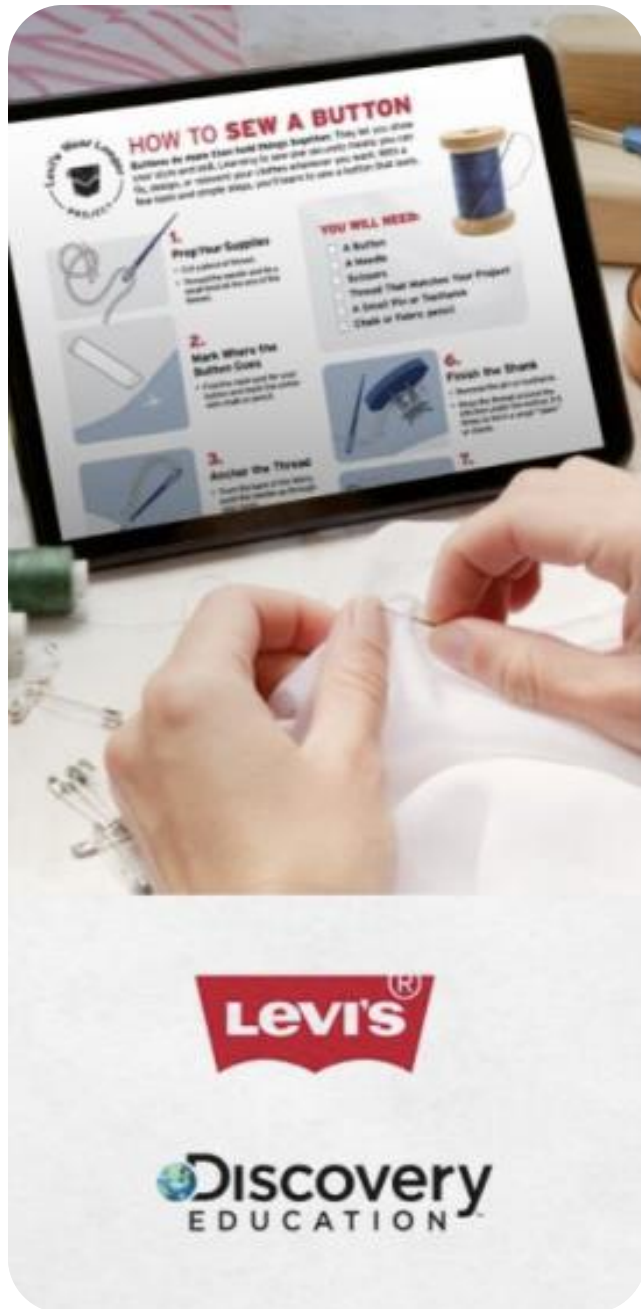
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Inspiring the Future

Ideas that inspire...

- **"Button Up!" Fix it Friday:** Students offer simple repairs for classmates or staff.
- **Drama Department Partnership:** Students help mend or recreate costumes before a performance.
- **Mend & Share Station:** Students set up a small sewing kit area in the library or cafeteria.
- **Thrift Store:** Students create an opportunity to buy or sell items they have repaired or repurposed at school.



Bringing Awareness

Create a PSA for the LEVI'S WEAR LONGER PROJECT & MAKE CLOTHES LAST LONGER!

WHAT IS LEVI'S WEAR LONGER PROJECT?

- Repair & Reimagine:** Teaches students basic sewing, patching, and repair skills.
- Reduce Waste:** Extends the life of clothes & reduces textile waste going to landfills.
- Global Impact:** Encourages sustainable habits to protect the Earth.

INSPIRATION & THINGS TO THINK ABOUT

PICK YOUR TOPIC

- Clothing repair
- Caring for your clothes
- Pollution from textile waste

KNOW YOUR AUDIENCE

- Students and parents
- Members of the community

CRAFT YOUR MESSAGE

- Keep it CLEAR and CONCISE
- Share relevant facts and tips
- Create a catchy slogan

Examples: "Fix your Fashion" "Repair it and Wear it"

GET CREATIVE!

- **PSA Format: Video**
- Style: Humorous, Serious, Inspiring, Demonstration
- **Visuals & Sound:** Use music, sound effects, before-and-after photos, props.

MAKE A DIFFERENCE!

Start creating a PSA and share the **LEVI'S WEAR LONGER PROJECT!**

YOUR CALL TO ACTION

- Mend your clothes.
- Repair, Reuse, Recycle.
- Join the Wear Longer movement!



PSA Storyboard Template

Plan your scenes with visuals + audio before you film!

PSA Topic:

Goal of the PSA:

Scene 1: The Hook

Sketch / Visuals

Audio / Dialogue

Scene 2: The Problem

Sketch / Visuals

Audio / Dialogue





Fashion Fabricator

Fashion Fabricator is encouraging you to reuse clothing to make it into something else. She wants you to donate clothing that does not fit you anymore. Fashion Fabricator figures out how to mend and sew clothing to rejuvenate its spirit. She creatively uses fabric in new ways. Did you know that fashion companies produce 8% of greenhouse gases and 20% of global water waste. It takes 1,250 liters or 330 gallons of water to make one cotton T-shirt and 7,500 liters to make one pair of jeans!

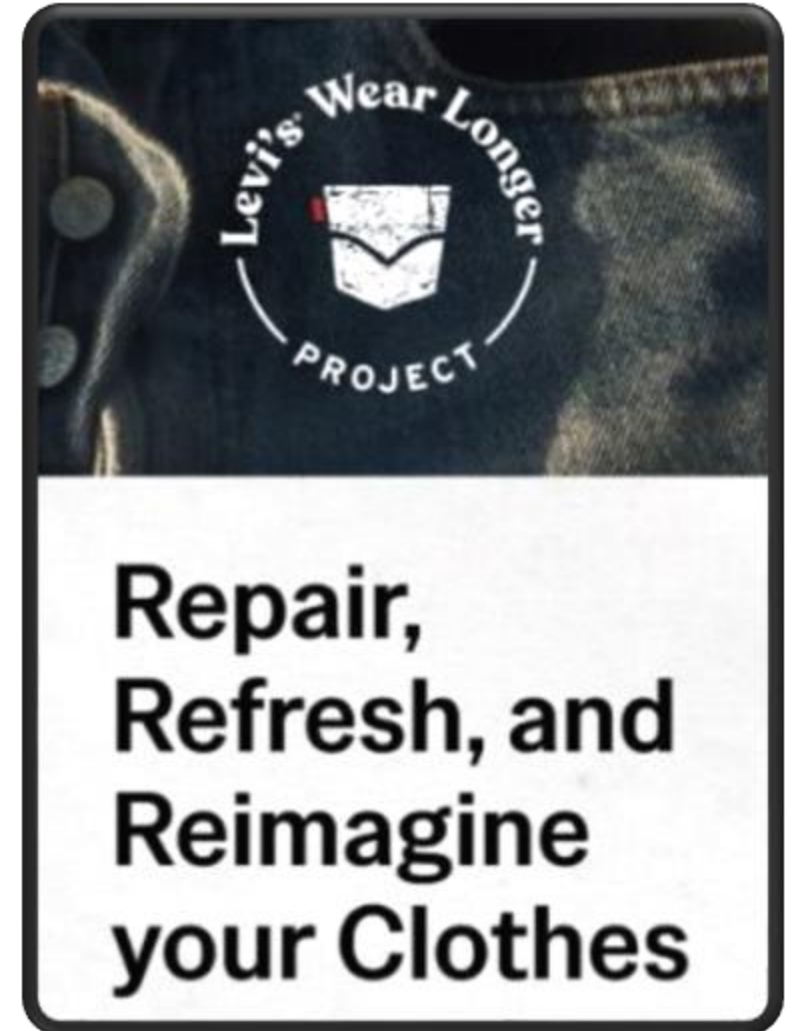
Buying fewer clothes, going to thrift stores and upcycling is good for our environment. Get creative and turn old clothes into new awesome ones. You can reduce waste and save water. So, please help Fashion Fabricator by mending, donating and keeping clothing out of landfills.



Coming Soon



How will you inspire your students to be the solution seekers of tomorrow – starting today??



Repair, Refresh, and Reimagine your Clothes

THANK YOU!

