

# Retail Innovation Shout Out: Levi's is Leveraging Lasers to Let You Make Your Next Pair of Jeans

by Megan Chorpenning

Much to the chagrin of consumers with traditional taste, distressed denim looks like it's here to stay. Levi's unveiled their new F.L.X. (future-led execution) technology that allows consumers to add a personalized, distressed finish to their jeans through infrared laser-powered technology. This innovative process gives consumers the opportunity to create one-of-a-kind designs, historically only achieved through more traditional methods such as sanding and use of harsh chemicals.

Not only does this new technology cut the denim distressing process from 20 minutes to a mere 90 seconds for one pair, but it also makes the process more environmentally friendly. The textile industry has often been touted as one of the most polluting industries when accounting for how much water and chemicals are used, as well as the amount of waste generated. Many retailers are engaging in more sustainable practices, with F.L.X. being one of Levi's new initiatives. Manual distressing through sanding and use of chemicals included more than a thousand chemical combinations, whereas F.L.X. technology uses just a few dozen chemicals mainly in the washing process.



The Los Angeles based customization studio, where the F.L.X. technology made its debut, is open through October, by invite-only. Don't fret though, consumers will have the opportunity to experience the new technology at select Levi's stores beginning in Spring 2019.

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Megan is a Senior Consultant in Kalypso's Consumer practice. She is based out of Chicago, IL and can usually be found with her dog by her side. She can't pass up buying any and every sugar skull and unicorn figurine she finds during her travels.