

Question for Levi Strauss & Co.

PETA agrees with Levi's that "[\[g\]etting dressed shouldn't feel like a moral dilemma.](#)" But Levi's sale of jeans with leather patches doesn't support that position.

Two-thirds of consumers now [state](#) that "sustainability has become a more important priority to combat climate change following COVID-19," and "more than half of consumers want to purchase leather alternatives because of their [concern](#) over leather production's impact on animals and the environment."

Levi's claims to be sourcing more sustainable materials, but using leather from cows is anything but sustainable, as leather production creates massive amounts of the carbon emissions that contribute to climate change. The company's use of leather is especially unnecessary since most of its jeans already have nonleather patches.

When will Levi's end its use of cruelly obtained, unsustainable leather patches?