

# Levi's CEO hasn't washed jeans in 10 years, so how often should you wash jeans?

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## How often should I wash my jeans?

According to Levi's UK representative, to keep jeans looking nice and fresh, wash them once a month, not "10 years without washing".



There are items that we need to wash regularly after a certain period of time such as pillowcases, bed sheets, towels. But jeans are different, most experts agree that washing them as little as possible will keep them looking their best. Jeans are a very durable fabric but if washed too often, the color will fade quickly and will look older.

One thing is for sure, you should not wash your jeans after every wear, it will make them wear out faster. According to experts, you should wash your jeans after three to ten wears.

Rowan Page-Brennan, marketing coordinator for a laundry detergent company in the US, says to rely on "feel, look and smell" to determine when to wash your jeans. Of course, there are times when you should wash your jeans immediately. That's when they're covered in mud, food, engine oil or anything else.

In addition, sweat also determines the frequency of washing. If you do not sweat, the pants do not smell, you may not wash them. But when you see the smell of the pants, it means that bacteria are growing, which is not good for the fabric and skin, so you need to wash them immediately.

Light-colored or white jeans don't need to be washed as often, says Shawn Ashby, Whirlpool's laundry brand manager. You should treat small stains whenever possible, rather than washing them more often.



## **Wash jeans properly to keep them durable and beautiful**

To preserve jeans and keep them durable and beautiful, you need to wash jeans properly. Below are some tips when washing jeans, please refer to them so that your jeans are always like new even after 10 years of wearing.

1. When washing jeans, you should turn them inside out and wash them in cool water. Do not use detergents that are too strong as this will affect the durability and color of the fabric.
2. You should wash your jeans by hand instead of using a washing machine.
3. Jeans should be dried in the shade and not in the dryer.
4. To keep your jeans clean without having to wash them often, simply "wash" the dirty areas (from food or mud) with water and a little soap (mild detergent, such as shower gel or shampoo), then let them dry.
5. New pants should be washed separately the first time to avoid fading.
6. Wash cold as cool water will help prevent shrinkage and fading.

New jeans often fade in the first wash, making them look old quickly. To keep your new jeans from fading and looking new, you can refer to the tips in the article " Help your new jeans not fade with 4 simple tips ".

Great trick to turn wide-waist jeans into fitted jeans extremely simply at home

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