



LEVI'S® BRAND INTRODUCES LEVI'S® CURVE ID WOMEN'S' FALL 2011 COLLECTION
Levi's® Curve ID Now Available in New Styles

MALAYSIA, 28th July 2011 –This Fall, Levi's® Brand – the original, definitive jean brand – will expand **Levi's® Curve ID**, its popular global women's denim line, to include new styles and finishes. Levi's® Curve ID is a line of custom fitting jeans that utilizes a revolutionary fit system based on shape, not size.

According to a global study commissioned by Levi Strauss & Co., jeans are the third most dreaded clothing item women shop for—behind only bathing suits and bras.

“Jeans should be designed to fit the woman, the woman shouldn't have to fit the jean,” said Shumone Chatterjee, Vice President of Marketing for the Levi's® brand, Asia Pacific Division. “If Mother Nature didn't like curves, she would have made the world flat. The Levi's® Curve ID system embraces the true curves of a woman's body, whether she's a size 2 or 22.”

Levi's® Curve ID Fit System

Unlike other denim brands, Levi's® Curve ID utilizes a unique, customized fit system focusing on a woman's shape and proportions, not her size. The Levi's® brand designers studied body scans of more than 60,000 women to develop custom fits based on the difference between the measurement of a woman's hip and seat – the greater the difference, the more curvy the body – and include:

Slight Curve – designed to celebrate straight figures

Slight Curve is designed to define a woman's waist, while accentuating her curves. If jeans fit in the hips and thighs but are too tight in the waist, a woman should try the Slight Curve.

Demi Curve – designed to fit even proportions

Demi Curve is designed to flatter a woman's waist, while smoothing her shape. If jeans usually fit in the waist, but don't flatter the figure, a woman should try the Demi Curve.

Bold Curve – designed to honor genuine curves

Bold Curve is designed to hug the waist, without gapping or pulling. If jeans fit in the hips and thighs, but gap in the back, a woman should try the Bold Curve.

In September 2011, Levi's® Curve ID will introduce low rise jeans in Skinny with various fresh new finishes for girls to choose from. Price range from RM 189 and above and will be available in all most leading Levi's® Stores nationwide.

Another new revolutionary product for women to look out for would be the Fit Enhancement collection that will be made available in November 2011. Construction of the jeans features a forward side seam that creates an illusion of longer, slimmer silhouette. The collection is offered in Skinny and Straight leg shapes and is priced at RM 269.

Levi's® Curve ID is available in stores worldwide now. Each store offers trained fit experts to measure women, identify their personal Levi's® Curve ID and help them find the best fitting jeans for their body type and style preference. Women can also identify their perfect fit, explore a photo gallery of real women modeling the line, and learn more about the fit science behind of “Shape not Size” Levi's Curve ID by visiting the interactive digital fitting room on www.levi.com.my

About the Levi's® Brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit levi.com.

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