



THE LEVI'S® BRAND SET TO INTRODUCE ITS FIRST-EVER GLOBAL MARKETING PLATFORM

Multi-channel campaign builds on the brand's pioneering and optimistic spirit

MALAYSIA, 28th July 2011 – In August 2011, the Levi's® brand will give the world a provocative wake-up call with the launch of its first-ever global marketing platform. Through an integrated marketing campaign that features social media, outdoor, cinema, events and film, the brand will engage youth around the world – from San Francisco to Sao Paulo, Beijing to Berlin, Moscow to Mumbai, and all the places in between. As young people are building a new future, the Levi's® brand will be by their side, equipping them with the original uniform of progress – Levi's® jeans.

Today's youth believe the future is in their hands and it's up to them to leave the world a better place than it was when they arrived. The Levi's® brand's new global marketing platform is a rally cry to join in the quest for a new and better world. Youthful optimism and pioneering energy are at the core of the Levi's® brand's DNA and now, more than ever, the company is committed to providing the world with both the inspiration and jeans they need to forge ahead and make a difference in their world.

The campaign, which will be revealed in early August, was created in partnership with Wieden+Kennedy.

Levi's® Fall 2011 Men's and Women's Collections

The global marketing campaign will support the brand's Fall collection. Levi's® Fall 2011 men's collection is about exceptional craftsmanship, attention to detail and innovation in fits, finishes and fabrics. The collection is the embodiment of American style, from rugged to refined to rebellious. The key fits for men this fall range from slim, skinny and straight to tapered.

The collection also looks at finishing through a sustainable filter and explores new innovations that build on our Water<Less finish concept. Dry stonewashing, hand sanding and combining resins and waxes have been used to improve shaping and create refined looks.

The brand continues to use hand processes in many aspects of its finishing that makes each jean truly unique. It is important to note that none of the Levi's® brand's finishes (men's or women's) are sandblasted. Levi Strauss & Co. does not allow the use of sandblasting as a finishing technique.

The Levi's® brand continues to develop new product innovations that incorporate wicking, anti-microbial and water-resistant properties in denim and non denim. These innovations speak to a more progressive consumer and create additional wearing occasions for the modern man.

For women's, Levi's® Curve ID is a revolutionary fit system based on a woman's shape, not size. The fit system was created as a result of studying more than 60,000 women's body scans and listening to women around the world who expressed frustration over finding the right pair of jeans for their unique body shapes.

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.

For further information, please contact:

Joleyn Chin / Jennifer Wong
Levi's® Brand
jchin@levi.com / jwong6@levi.com

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