



CONTACTS:

Amruta Navghare
Madison PR for the Levi's® brand
+91 9819945670
amruta@fort.madisonindia.com

THE LEVI'S® BRAND ANNOUNCES ITS SEMI-ANNUAL END OF SEASON SALE IN EXCLUSIVE STORES ACROSS INDIA

Fabulous Discounts for shoppers: Up to 40% OFF !

BANGALORE (JUNE 2012) – The Levi's® brand kicks off its semi-annual End Of Season Sale in India from June 29th, 2012.

With tempting discounts available in stores, shoppers stand to get bigger discounts when they shop for more:

- 40% Off on purchase of 4 items of discounted apparel
- 30% Off on all discounted shirts, tees and tops
- Special Deal-Of-The-Day with even better discounts available in stores

The Levi's® Sale is on for a short while only – so Rush Now and assure yourself of getting the best merchandise!

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognized and imitated clothing items 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 www.levi.in & www.levistrauss.com.
