

## SPRING SUMMER 2012 FASHION TREND ALERT



*Levi's® Curve ID Now Available in Chic New Ankle Skinny Length and an Array of Fresh Colors for Spring*

We love Audrey Hepburn.  
For her timeless style.  
For her elegance & class.  
For her love of all things simple & classic - like the perfect fitting pair of cigarette pants.

This Spring, Levi's® helps you embrace your inner Audrey.  
Introducing the new ankle skinny Levi's® Curve ID available in an array of fresh, bright colors just in time for Spring.

Our new ankle skinny jeans are part of Levi's® Curve ID – our line of custom fitting jeans that's all about shape not size.

### **New Styles, Finishes and Colors**

Our new denim collection for Spring 2012 features a wide variety of innovative, on-trend finishes ranging from bright indigo, tomato red and sunset coral to authentically crafted and worn looks. These new finishes will be offered in our Modern rise in a variety of lengths including the must-have look for the season, the new ankle skinny.

### **The Levi's® Curve ID Ankle Skinny Looks for Spring**

The Levi's® Curve ID ankle skinny looks for spring were shot by Viviane Sassen, a Dutch born photographer whose work was recently featured at MoMA's "New Photography 2011" exhibition. Viviane's style blends fiction and non-fiction to capture the emotional truth. The Levi's® brand tapped Viviane's unique talent and emphasis on color in her work to showcase the vividness of the new Levi's® Curve ID Ankle Skinny collection.

### **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 gape in the back, a woman should try the Bold Curve.

The Levi's® Curve ID range is available in Levi's® Stores across India. Each store offers trained fit experts to help women identify their personal Levi's® Curve ID and find the best fitting jeans. Women can also check out the fit science behind Levi's® Curve ID on our interactive digital fitting room at [www.levi.in](http://www.levi.in).

#### **Want more info about Levi's®? Drop us a line at:**

Amruta Navghare  
Madison PR for the Levi's® brand  
(91) 98199-45670  
[amruta@fort.madisonindia.com](mailto:amruta@fort.madisonindia.com)