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**THE LEVI'S® BRAND LAUNCHES ITS FIRST EVER GLOBAL COLLECTION AT
NEW YORK FASHION WEEK**

*Refined and tailored looks lead Levi's® Fall/Winter 2012 Presentation
in SoHo's trendy Mercer 82 space*

NEW YORK (February 15, 2012) – The Levi's® brand launched its first ever global collection during New York Fashion Week at SoHo's landmark Mercer 82 event space yesterday afternoon. During the event - a hybrid between custom-made vignettes featuring pinnacle products from the line and a runway show - the Levi's® brand showcased the key looks from its Fall/Winter 2012 collection.

“Levi's® has always been about embracing the energy and events of our time. Today, fashion is more democratic and accessible than ever, making New York Fashion Week the perfect moment in time for the Levi's® brand to launch our first global collection,” said Len Peltier, Global Vice President of Creative Direction.

The Levi's® Fall/Winter 2012 collection is based on a more refined and tailored look, for both men and women. The designs were inspired by the idea of craftsmanship, honesty and authenticity – honoring tradition while defying convention, redefining the norm and re-crafting and re-creating iconic Levi's® styles.

The Presentation

The Levi's® presentation at New York Fashion Week was inspired by the ritual of “getting dressed.” The ritual of dressing for the task ahead is as old as humanity, and it is something that Levi's® has always intuitively understood.

Levi's® jeans found their original market among hardworking miners and pioneers who were carving a new nation. Today, Levi's® products are still the first choice of *modern* pioneers: the artists, musicians, entrepreneurs and activists who are all working to realize their own, unique vision of the future. What they choose to wear every day is a display of how they want to carry themselves and their ambitions forward.

Through a series of vignettes, taking the form of sculptural installations and representing the consumer's personal space, lifestyle and style, guests were guided through an art-gallery like space in which key looks from the collection were showcased. This was followed by a runway show showcasing the entire collection.

The Collection

Steeped in the authenticity and craftsmanship that the brand is known for, the collection is built around classic and refined styles with sharp clean aesthetics, which have been tailored to perfection.

The key trend for men this season is the tapered look, for a great flattering fit that sits just below the waist, is slouchy on the top and has a slim tailored leg.

For women, the key look for the season is the Bootcut Skinny, which the Levi's® brand has completely reinvented. No longer your mother's bootcut denim, this season will see the launch of this new take on a classic – a sexy, modern skinny fit making you forever think differently about the bootcut.

As part of Levi Strauss & Co.'s profits through principles approach, sustainability is embedded throughout the collection with the use of Water<Less™ techniques and sustainable finishes playing a prominent role this season.

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. 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 www.levi.com.