



News Release | LFW, 09 Mar 2009

Levi's® x Tarun Tahiliani set to wow again at LFW

Luxury Jeanswear by the Master for the Icon

Fresh on the heels of the launch of the stunning Levi's® x Tarun Tahiliani range at the previous episode of Lakmé Fashion Week, this season of LFW again sees the coming together of the most-loved jeans brand in the world and one of Indian fashion's undisputed masters.

The debut of the Levi's® x Tarun Tahiliani at the last season of LFW marked a landmark moment in the history of Indian fashion. This season Levi's® and Tarun Tahiliani have promised to set the bar a few notches higher. Combining the mastery of Levi's® in the jeanswear domain, and the immaculate eye for detail and craftsmanship that Tarun's clothes elegantly embody – the collection this season seeks to underline the standing of the two collaborators as innovation leaders in the truest sense of the phrase.

Speaking at the occasion of the LFW Launch Event, Mr. Shyam Sukhramani, Marketing Director, The Levi's® Brand – India, said – “Levi's® has always stood for pushing the boundaries through strong consumer-relevant innovation. We believe in constantly re-engaging with our consumers by exposing them to new expressions of the brand that they love and cherish. Our collaboration with Tarun Tahiliani, is an attempt to bring together the best of what we have around the world, and impart it a distinctly Indian flavour – very much in keeping with the India revival that the world is currently seeing. It is our strong belief that fashionable young women in India who love jeanswear will find in this collaboration, something to make their own and treasure.”

The key thing to watch for in the line being presented this season will be the application of finishing and embellishment techniques hitherto unseen in the denim domain, on a collection which will showcase the most up-to-date silhouettes and trends. The line is slated to be unveiled on Monday, 30 March 2009 at 7:00pm (day 4 of LFW).

The previous Levi's® x Tarun Tahiliani line has met with much critical and popular acclaim – having featured in a variety of fashion reviews and editorials across the globe. Recently, noted Indian actor Priyanka Chopra, was seen adorning one of the creations from this collection in a song from her latest film. Enquiries for the collection have also been pouring in from around the world, and with their upcoming show at the next edition of LFW, Levi's® and Tarun Tahiliani promise to take the jeanswear scene in India to a whole other level!

The Levi's® x Tarun Tahiliani collections will retail at select exclusive retail destinations across India.

Levi's® Gen Next – encouraging upcoming Indian fashion talent

Levi's® Gen Next is the stage at LFW through which new and emerging designers will get an opportunity to showcase their offerings to the fashion community. Through the Gen Next platform, Levi's®, the original jeans brand, draws attention to the next big things in the world of fashion, and the creators of the same – furthering a legacy that started way back in 1873 – with Levi Strauss recognizing the potential of riveted clothing.

This season marks the third instance of Levi's® being associated with this highly anticipated and much talked-about segment of Lakmé Fashion Week.

For further information, please contact...

Madison PR

Fiero / Jahanvi Shah

Mobile: +91.9819967077 / +91.9820749846

Tel.: +91.22.66458319

About Levi's®

Invented in 1873, Levi's® jeans are the original, authentic jeans. Available in 110 countries across the world, they are the most successful, widely recognized, and often imitated clothing products in the history of apparel. Levi's® jeans have captured the attention, imagination, and loyalty of generations of diverse individuals.

As the inventor of the category, the Levi's® brand continues to define jeanswear with the widest range of products available, from quintessential classics, such as the iconic Levi's® 501® Jean, to favorite fits and styles in the Red Tab™ line, to truly cutting-edge denim fashion epitomized by Levi's® Red™.

About Levi's® in India

Levi's® entered the Indian market in 1994-95, with the opening of their first store in Bangalore. Over the last 12 years, Levi's® has become the largest and most iconic jeanswear brand in the country available in approximately 220 exclusive stores, and 500 other points of sale, across more than 200 towns across India. Closely associated with the evolution of jeanswear fashion in India, Levi's® has been responsible for some of the most cutting-edge, definitive, jeanswear communication India has seen.

This year, Levi's® won the Images Fashion Award for the "Most Admired Jeanswear Brand of the Year" in India for the sixth year in a row.

With a product range that spans everyday-wear to extremely evolved, fashion-forward products, Levi's® has been one of the primary catalysts in accelerating the coming of age of the Indian fashion scene. The Levi's® range in India includes the iconic 501® Jean, Red Tab™, Redloop, and Sykes™, amongst others.

The Levi's® brand has big plans for its future in India, and is committed to firmly placing India on the world map in terms of jeanswear consumption and creation.

About Levi Strauss (India) Pvt. Ltd.

Levi Strauss (India) Pvt. Ltd., (LSIL) is a Bangalore based, wholly owned subsidiary of Levi Strauss & Co. (LS&CO.). The company markets the Levi's®, Dockers® San Francisco & Levi Strauss Signature® brands in India.

Levi Strauss (India) Pvt. Ltd. (LSIL) was established in 1994 and brought authentic original American jeanswear to India by launching the iconic Levi's® brand. It has since built a strong retail and distribution network spanning more than 250 cities and 1000 outlets backed by an equally strong sourcing base. The company, with a strength of about 200, is headquartered in Bangalore.

Levi Strauss & Co. is known not only for its quality apparel but also as a company that conducts business in a responsible manner. The core values on which Levi Strauss & Co. is anchored are Empathy, Courage, Integrity and Originality. These values reflect its legacy of responsible corporate citizenship, and these values continue to guide its commitment to philanthropy and community involvement.

In India also, LSIL has actively been involved in supporting programs that help in the economic empowerment of the youth and women, education programs, and programs that promote the awareness and understanding of the fight against HIV/AIDS.

About Shyam Sukhramani – Marketing Director, The Levi's® Brand, India

Shyam is the Marketing Director for the Levi's® brand for Levi Strauss & Co. in India. Based in the corporate office in Bangalore, Shyam is responsible for Marketing for the Levi's® business in India, Sri Lanka, Nepal and Bangladesh.

Shyam has been with Levi Strauss & Co. since January 1995, when he first joined as Technical Services Manager for the Levi's® brand. He has been successively promoted within the organization, to manage a variety of portfolios in Marketing, with his latest stint to manage Levi's® since April 2007. He was on the project team that launched the LS&CO. affiliate in Pakistan in 2001 for which the team was awarded with the Daniel E. Koshland honour, the highest honour within LS&CO. He has also been responsible for developing and launching the very successful Levi's® Sykes™ in India.

Prior to joining Levi Strauss & Co., he worked with Biocon India for a couple of years.

Shyam graduated in Chemical engineering from Bangalore University, with a major in Biochemical engineering.

About Tarun Tahiliani

Tarun Tahiliani founded his design studio in 1990. His distinctive signature has since evolved as a fusion of textile detail, refined luxury, and meticulous tailoring. TT (as he is affectionately known) creates couture, diffusion, prêt-à-porter and accessory lines, which are Indian in their sensibility, yet international in their appeal. The rich heritage of the subcontinent is reinvented as contemporary high fashion through the genius of Indian craftsmanship and the finest textiles; along with Italian pattern cutting and construction and new technologies such as digital textile printing. His unique combination of historical opulence and contemporary chic are personified as a Mughal queen, sipping cocktails in Milan.

Tahiliani started his professional career with a degree in Business Management from the Wharton School of Business, University of Pennsylvania. After returning to India, he saw the vast potential in the fine clothing and couture industry that was evolving in the country, and in 1987, he opened India's first upmarket boutique, Ensemble, heralding a fashion and retail revolution in India. In 1991, Tahiliani decided to hone his technical knowledge in design, and received an associate degree from the Fashion Institute of Technology, New York.

His first solo show was held in September, 1994, in London. Since then, he has shown countless collections at home and around the world. In September 2003, he was the first Indian designer invited to showcase his work at the prestigious Milan Fashion Week and has since shown collections in New York, London, Milan, Tokyo, Dubai, Singapore, Hong Kong, Moscow, South Africa and Karachi.

In 2006 the Italian ministry of Foreign Affairs conferred the prestigious award 'Order of the Star of Italian Solidarity' on Tarun Tahiliani. The 'Fashion' Awards voted Tarun Tahiliani to be the best Women's Wear Couture Designer and he was also awarded the Life Time Achievement Award for contribution to Indian Fashion.

This year sees the TT Design Studio move into its new Design Headquarters. This will be the global headquarters for design and all related functions. In addition, the past year saw the opening of the first super flagship Tarun Tahiliani store at the DLF Emporio Mall in Vasant Kunj, New Delhi. This is the first store of its kind to merchandise the entire collection – Women's, Men's and Accessories. Tahiliani's new line of semi precious jewelry will also be a permanent feature at this location, along with new services and brand extensions. The Levi's® by Tarun Tahiliani brand will also be available here.