

Levi's® **BUTTON TALK**

NEW 501
BUTTON
COVERS

India, Nov 2008 | Even after 150 years, the Levi's® brand will not replace the button fly on its iconic 501® jeans with a zipper. One of the most distinctive features of the Levi's® 501® jeans, the button fly gives volume where volume matters.

This Fall/Holiday, the Levi's® brand takes inspiration from the streets of Japan, introducing a limited edition button fly customization kit that turns the button fly of its 501® jeans into a real work of art in seconds. Snap-on button covers, available in a set of five, feature the works of artists from around the globe.

Six Limited Edition sets, designed by renowned artists and purveyors of modern cultural expression – Giuseppe Demaio, MHAKE, Ezra, Danny Sangra, Oeil, and Brian Barneclou – will be available end November onwards. In addition to these artists, there's also a whole set of Fly Humor buttons available to Button Fly lovers simultaneously.



Collaborator Profiles

Giuseppe Demaio

28-year old Australian artist and designer Giuseppe Demaio has the know-how to go from low- to high-brow. He sources his idea from everyday items such as “a rock, a female thigh, a pizza box, an ant, anything” and makes his unique creations for an ever-increasing list of international clients. On working with the Levi's® brand, Demaio said he “loved the opportunity to get dirty with a cultural icon.”

<http://www.localpeoples.com/>

Ezra

Raised in New York in the 1980's, Ezra was influenced heavily by graffiti art, comics, and skateboard graphics from an early age. He began writing in 1988, and became an integral part of the San Francisco bay area graffiti scene upon moving to Oakland, California, in 1990.

He has exhibited his work globally, and his murals can be found on walls worldwide. He has worked with such celebrated artists as Doze Green, Sol Lewitt and Jon 156. He currently spends his time designing hip-hop CD covers and silkscreening clothes with his partner at their Oakland studio.

<http://www.ezrali.com>

MHAK

Born in Fukushima in 1981, MHAK is a prominent figure on the Tokyo art scene, where his live painting sessions are eagerly anticipated his work even features in the "Devil In Me" music video by Japanese electronic group The Heavy Metal.

The curved contours of MHAK's graffiti-inspired paintings have caught the eye of the media and since his debut solo exhibition in April 2007, his work regarded by experts as unique and moving, is sought after by galleries worldwide.

<http://mhak.jp/>

Oeil

Oeil was born in Tokyo in 1983. He has developed a distinctive 'post-graffiti' art theory, which is the foundation of his wall paintings and public project work in downtown Tokyo.

His work has recently been exhibited in Italy, and in his native country at "Nippon Open", the club "Milk" and the art space "Super Deluxe". In 2006 he created "Tokyo Livepaint Showcase HUOVA". Since then he has produced around 50 live paintings yearly including the ones at Studio K, a prominent gallery in Japan where visitors are able to view both artists' work space and the gallery space; contemporary Mori Art Museum at Roppongi Hills; and Metamorphose, one of the biggest dance music festivals in Japan.

Danny Sangra

Leeds born, Central St. Martins graduate Danny Sangra is one of a prolific new breed of creative talents who can claim multiple titles he is an illustrator, print designer, graphic artist and product designer and his signature style is in constant evolution.

Danny Sangra is a member of the Scrawl Collective, a UK-based agency known for housing many talented illustrators and designers who favor the hands-on approach (as opposed to slick computer graphics) to art. He has held many solo exhibitions in London. His work has also been shown in Florence, Berlin, Madrid and Tokyo.

www.dannysangra.com

Brian Barneclo

Brian Barneclo is best known in San Francisco for his large-scale murals in restaurants, bars, hotels, homes and on the streets. Most remarkable is the colossal "Food Chain" mural which spans 225 feet (25 feet tall) and was created in just three weeks. He credits his experience as a sign painter as a major technical influence. Among his stylistic influences are artists such as Pablo Picasso, Romare Bearden and Stuart Davis to name a few.

What he enjoys most is combining styles and blurring the lines between art movements. His paintings can go from surreal/folk to pop/cubism and urban/modern. It adds up to a lot of play, and that's just the way he approaches the ethic behind his work. In his words, "It's serious fun."

www.brianbarneclo.com



Fly Humor

In addition to the six limited edition button fly customization kits, 'Fly Humor' button cover kits are also available for those who are looking for some fun and humor via button customization. Printed with tongue-in-cheek graphics – a banana unpeeling, S to XXL size innuendo, and chili rating of 'hot-ness' – these button covers will definitely leave the jean wearer exuding much attitude and even mischief!

Other creatives will be showcasing their work and unbuttoning themselves – metaphorically speaking – on www.501.com as part of 'Live Unbuttoned', a campaign celebrating the 501® Jeans and its long connection with the arts and creativity.

The Limited Edition Levi's® 501® Jeans Button Cover sets and 'Fly Humor' sets will be available from select Levi's® Stores in India from end November 2008.

About The Levi's® Brand

Invented in 1873 by Levi Strauss & Co., Levi's® Jeans are the original, authentic jeans. The Levi's® brand offers the widest range of great fitting jeans on the market and are the most widely recognized and often imitated products in the history of apparel.

Levi's® Jeans have captured the attention, imagination and loyalty of generations of diverse individuals in more than 110 countries around the world and continue to do so today through more than 150 years of jeanswear innovation.

For further information, please contact

Madison PR
Jahanvi / Fiero
+91.9820749846 / +91.9819967077
+91.22.66458319



SETS

SINGLES



5.10.10 **BUTTON TALK** NEW 501 BUTTON COVERS

FLY HUMOR