



LEVI'S® BRAND INTRODUCES REVOLUTIONARY FIT SYSTEM THAT FOCUSES ON SHAPE, NOT SIZE
Levi's® Curve ID Is Company's First Global Women's Denim Line

INDIA (25 Aug 2010) – Today, Levi's® – the original, definitive jeans brand – announced a new line of custom fit jeans made to fit the curve of a woman's body. The new line, **Levi's® Curve ID**, utilizes a revolutionary fit system based on shape, not size and was created as a result of studying more than 60,000 body scans and listening to women around the world of all shapes and sizes.

Through this research, Levi's® designers created a new approach to measuring a woman's body and identified three distinct body types that account for 80 percent of women's shapes universally. The three Levi's® Curve ID fits are based on these universal body types.

"Since we created our first women's jeans 75 years ago, no one has changed the formula for finding the perfect fit," said You Nguyen, senior vice president of Women's Merchandising and Design for the Levi's® brand. "Our revolutionary approach looks beyond waist size to address the true curves of a woman's entire body. We've created three custom fits that address a range of body shapes, allowing women to find their perfect fit and ultimately helping them feel confident and sexy in their jeans."

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 designers studied the bodies of more than 60,000 women to develop three 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. The three custom fits include:

Slight Curve – designed to celebrate straight figures

Slight Curve is designed to define a woman's waist, while accentuating her curves. If jeans usually 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 gaping or pulling. If jeans usually fit in the hips and thighs, but gape at the back, a woman should try the Bold Curve.

In an effort to further understand women's fit frustration, Levi Strauss & Co. conducted a global survey. Revealing survey findings include:

- More than half of women (54 percent) try on at least 10 pairs of jeans to find one pair they would buy.
- Most women (87 percent) wish they could find jeans that fit better than the ones they own.
- Most women (67 percent) believe that jeans are designed for women with "ideal" figures.
- Very few women (28 percent) believe that jeans are designed to fit their bodies.

Levi's® Curve ID fits will begin rolling out in select Levi's® retail store locations in the U.S., Canada, Mexico, Brazil and retail locations in Asia and Europe throughout Fall 2010. The fit system, which will be incorporated into the majority of Levi's® Women's denim collection, is available in sizes 22-34 (0-16 on a traditional women's size scale) in a variety of styles and finishes.

Each store carrying the line will have trained fit experts to measure women, identify their Levi's® Curve ID and help them find the best fitting jeans for their body type and style preference. A global digital fitting room will launch on <http://levi.in/women> where women will be able to find their Levi's® Curve ID, explore product demos and learn more about our fit science.

Levi's® **Curve ID**

NEW CUSTOM FITS FOR WOMEN

THE STORY BEHIND THE LEVI'S® CURVE ID CAMPAIGN, "BELIEVE"

INDIA, 25 Aug 2010 – The Levi's® brand unveils its most powerful campaign for women to date, "Believe". The campaign supports the launch of a pioneering new fit concept that captures three female artists in a uniquely feminine vision that celebrates the Levi's® brand and its unquestionable denim authority.

The fit concept, Levi's® Curve ID, addresses the frustrations that women experience in finding the perfect pair of jeans. Based on a study of more than 60,000 women's bodies around the world, Levi's® Curve ID delivers a collection of jeans that women can finally "believe" in. The emotional positioning of "Believe" led Levi's® to create a campaign that would capture the spirit of this word. The result is a campaign that celebrates real women and their curves that was created specifically for a female audience.

"This campaign celebrates the confidence and courage of the Levi's® woman – inspiring, multidimensional and youthful, always believing in herself, what she does and what she wears", said Shumone Chatterjee, Vice President for Marketing, Levi's® brand, Asia Pacific Division based in Singapore. "With Levi's® Curve ID, we are really changing the way women perceive their own body shape and shop for jeans. These are custom fit jeans that 'love your body' and let you style them with your own sexiness and personality, whenever and however you want to be," he added.

The Levi's® brand appointed the legendary photographer Peter Lindbergh to capture the essence of 'Believe'. Known for his striking photography of women, he was the quintessential choice for this project. Having received worldwide accolades for his work including "Highest Achievement Award for Fashion Photography" and "Best International Fashion Photographer", Lindbergh captures the individuality of the artists, Lykke Li, "Violet" and Miss Nine, highlighting their aura, character and personalities.

Shot in Los Angeles, California, each artist selected a location they had an emotional connection with. We see Lykke Li in 'Slight Curve' at Venice Beach, "Violet" in 'Demi Curve' at Figueroa Terrace and Miss Nine in 'Bold Curve' outside the Avalon Club on Sunset Strip, a club where she performed as she rose towards her current international DJ status.

The final creative execution is set against the backdrop of urban Los Angeles with each artist captured, poised against a photographic set. Each image is unforced, incontrovertibly authentic and highly expressive. Personal quotes sit alongside each visual commanding attention and offering an insight into the mind of each artist.

"I believe life's too short for compromises and bad fitting jeans"

Lykke Li, Slight Curve

"I believe if you don't try you'll never know what fits"

"Violet", Demi Curve

"I believe in me from every angle"

Miss Nine, Bold Curve

"These ambassadors are clearly the stars of our campaign. They are inspirational young women who are successful role models and who resonate with the women who wear our jeans," adds Chatterjee.

A Levi's® Curve ID micro-site at levi.in/women will allow women to discover their own Curve ID through an interactive quiz and measurement process, provide close-up views of the jeans and incentives to visit the Levi's® store.

The Levi's Curve ID system is based on the individual shape and proportions of a woman's body and not just her waist size. Three custom fits— Slight Curve, Demi Curve and Bold Curve have been developed after global in-depth research on body types and listening to women's frustrations on finding the perfect-fitting jean.

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Campaign Credits

Project name: Levi's® Curve I.D.

Client: Levi Strauss Asia Pacific Division, Agnes Tann and Shumone Chatterjee

Levi Strauss Europe, Sebastian Billing

Creative agency: BBH Asia Pacific and BBH London

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Writers: Angie Featherstone, Steve Elrick

Art director: Eirma Webster, Gustaf Torling

Designers: Edward Ng, Tomaz Goh

Planner: Ayesha Walawalkar, Cherry Chan

Media planner: James Sowden

Account Management: Frances Great, Joanna Yeo, Ngaio Pardon, Paisley Wright, Tom Murphy

Production house: Lola Supervision

Producers: Caroline Stridfeldt, Jo Borton, Kathrine Bruneflod, Michelle Tan

Photographers: Peter Lindbergh, Terry Tsiolis

Re-touchers: Laurent Philipe, DTouch

Levi's® **Curve ID**

NEW CUSTOM FITS FOR WOMEN

EVOLUTION OF WOMEN'S JEANS | FACT SHEET

Women's jeans have evolved substantially in the 75+ years since Levi Strauss & Co. created the first pair. But at their core, modern women's jeans trace their lineage back to the earliest pairs. Today's most popular styles are interpretations of the daring and progressive styles first made popular in the 1930s. And the women who wear jeans today are just as unstoppable as those pioneering women who first donned Lady Levi's® jeans.

- **Pre-1934:** Women in the West begin wearing their husbands' or brothers' Levi's® 501® jeans, the original blue jeans first created in 1873. These pants were sturdy enough to handle the rough life of a rancher. These original Levi's® 501® jeans worn by women foreshadow the current "Boyfriend" jeans popular today.
- **1934:** The first pair of women's jeans, Lady Levi's®, are created. Assigned Lot Number 701 to distinguish them from men's jeans (Lot 501), the original pairs were aimed at women working on ranches and sold in several Western states.
- **1930s and 1940s:** Sales of women's jeans begin to take off due to the growing popularity of dude ranches. High-end department stores Best & Co. and H. Kauffman & Sons Saddlery Company carried Levi's® jeans to meet this new demand. Women's jeans also switched from button-fly to zipper.
- **1950s:** Lady Levi's® jeans are sold throughout the United States alongside men's Levi's® 501® jeans and the classic denim jacket.
- **1960s:** Amid a tumultuous cultural revolution, denim becomes a staple in women's wardrobes. Jeans become an icon of rebellion that is adopted by both men and women. The brand introduces a slimmer fitting jean – the precursor to the modern Skinny jean. Stretch jeans for women become popular among teenage girls.
- **1970s:** Levi's® women's jeans range offers a variety fashion fits, including the "full" and "straight" leg jeans, and the "jean cuffs." Flares and bell-bottoms also become popular styles. Levi's® jeans for women are introduced for the first time overseas.
- **1980s:** The Levi's® brand introduces the famous 501® jeans for women in 1981. The brand introduces stonewashing to women's jeans just two years later in 1983.
- **1990s:** The Levi's® brand offers a series of premium denim and continues to make a wide range of jeans for women – including the 501®, 550®, 512® Slim fits.
- **2002:** The Levi's® brand launched Super Low jeans for women, driving the trend to new heights.
- **2004:** An exclusive women's line, the Levi's® Lady Style, launches in Asia. This offers top-to-toe complete looks that appeal to the confident and sophisticated women looking for denimwear that brings out their femininity and sexiness.
- **Today:** The Levi's® brand has listened to women and created jeans made to fit the curves of a woman's body. Levi's® Curve ID fit system offers three custom fits – Slight Curve, Demi Curve and Bold Curve – that are based on shape, not size.

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ABOUT LEVI STRAUSS & Co.

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers® San Francisco and Levi Strauss Signature® brands. Levi Strauss & Co. reported fiscal 2008 net revenues of \$4.4 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa. For more information, go to levistrauss.com.

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss 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 <http://levi.in>

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