

News - July 26, 2012

The Levi's® Brand Debuts 2012 Go Forth™ Global Marketing Campaign

SAN FRANCISCO – Today, the Levi's® brand (www.levi.com) unveiled its 2012 Go Forth™ global marketing campaign. The spotlight of this year's marketing initiative is the Levi's® brand's new Fall/Winter 2012 global collection, which features a refined and tailored look made for those who get dressed each morning with purpose. The campaign represents the latest chapter in the brand's signature Go Forth™ creative platform, which first launched in North America in 2009 and expanded globally in 2011. The Go Forth™ campaign was informed by worldwide research that shows the youth of today believe it is up to them to make a positive difference in the world.

The 2012 campaign is titled "This is a pair of Levi's®." The centerpiece of the campaign is a 60-second film directed by Lance Acord that depicts individuals putting on their Levi's® jeans in the morning and preparing to face the day. We watch them as they button their jeans, tuck in their shirts, get on their bikes, and head out the door, all the while repeating the mantra "You're gonna be great, you're gonna be great, you're gonna be great." They are teachers, they are musicians, they are interns and public servants, they are young but they are determined, and they believe in changing the world by getting up every day and living their life with purpose and intent.

"As the original jeans brand, we work hard to not just design clothing, but to design clothing that somehow inspires and empowers millions of people to pursue their passion, whatever it is, with an intuitive sense that, if you're wearing a pair of Levi's® jeans, anything is possible," said Mary Alderete, Global Vice President of Levi's® Brand Marketing. "This campaign is designed to ignite a new generation of pioneers to believe in the Levi's® brand as much as we believe in them."

Levi's® Go Forth™ 2012 Global Brand Marketing Campaign

The 2012 Go Forth™ campaign will come to life through a series of TV, print, digital and outdoor advertising in markets around the world. Woven throughout the creative platform is the caption, "This is a pair of Levi's®." The caption is juxtaposed over unexpected pieces from the Collection, such as dresses and tops, to emphasize that the craftsmanship, innovation and style associated with the Levi's® brand is embedded in every article of clothing.

Go Forth™ continues to be a strong platform that embodies the pioneering spirit and intrinsic values of the Levi's® brand," said Len Peltier, Global Vice President of Creative for the Levi's® brand. "From a creative approach, we wanted to be culturally relevant while also making the product more central to the brand narrative. Our intent is to disrupt what people think they know about the Levi's® brand and redefine that with unexpected product stories and a more refined styling point of view. Each story is a confident statement – "This is a pair of Levi's®."

The campaign also takes inspiration from the Levi's® brand's pioneering spirit. The taglines featured in the outdoor, digital and print advertising, such as "Cut with Grace," and "Tailored for the Young and Hungry," capture the dynamic potential of this generation and are meant to speak to the young leaders of the world who are pioneers in their own right. The images in the creative feature the Levi's® Fall/Winter 2012 collection and head-to-toe look in action, as captured by photographer Christian Weber. The print work also features a model found through a Levi's® brand casting effort launched earlier this year to source new faces from around the world via the popular photo-sharing service Instagram. Using the #iamlevis hashtag, pioneers across the globe were encouraged to upload images of themselves, individuals who go forth every day with a sense of purpose.

In addition to traditional media channels, the campaign will come to life in digital environments where consumers are already looking for inspiration or entertainment.

With an online Lookbook as its centerpiece, consumers can immerse themselves in the Fall collection in a playful way by engaging with each product story. Whether it's spinning a model around to examine her free-flowing dress or putting a cyclist through his paces to test the mobility of the Levi® Commuter Series, the Lookbook breathes life and energy into the line. The Levi's® designers' stories are neatly woven throughout, with exclusive videos that explain their vision behind each product. The Lookbook can be found on Levi.com beginning August 20th.

Consumers can also engage in mobile experiences that bring the product stories to life, including the brand's first iAd and the first-ever shoppable brand magazine on Flipboard.

Finally, in order to fuel conversations that celebrate Go Forth™ moments, the Levi's® brand will be asking consumers to share the acts they engage in each day to make the world a better place. The conversation will begin through #goforth starting September 1.

The 2012 Go Forth™ campaign launches globally in mid-August. The campaign was created in partnership with Wieden+Kennedy, Portland, Oregon. The digital execution was led by Wunderman, New York. Media strategy across all platforms was developed and activated by OMD, Los Angeles.

Levi's® Fall/Winter 2012 Collection

The new 2012 Fall/Winter collection is made for those who get dressed each morning with purpose, with the intention and optimism to make a positive difference in the world.

The men's collection offers classic, yet contemporary head-to-toe looks built around refined styles with sharp clean aesthetics, tailored to perfection. The key trend for men this season is the taper - a flattering fit that sits below the waist, slouchy at the top and featuring an extended rise and a slim tailored leg.

The overall style of the women's collection is classic and refined with a clean, tailored aesthetic and pronounced femininity. The key pant silhouette for women this season is the

Bootcut Skinny, which the Levi's® brand has completely reinvented. Cut with grace and confidence and inspired by the skinny jean, this season will see a new take on this classic style – a sexy, modern skinny fit making you forever think differently about the Bootcut.

In addition to the Bootcut Skinny, the brand is launching a feminine tailored dress collection. These tastefully crafted garments give a subtle nod to the idea of femininity but thoughtfully leave it up for interpretation. The Levi's® Dress Collection includes several new denim and non-denim dress styles in a variety of fabrications including light, effortless knits, cotton-linen, soft chambrays and a sustainable, coated Lyocell fabric.

As part of Levi Strauss & Co.'s profits through principles approach, sustainability is embedded throughout the collection with the use of the Water<Less™ finishing process 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 levi.com.

ABOUT LEVI STRAUSS & CO.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of more than 2,300 franchised and company-operated stores. Levi Strauss & Co.'s reported fiscal 2011 net revenues were \$4.8 billion. For more information, go to <http://levistrauss.com>.

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