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THE LEVI'S® BRAND REVEALS ITS FIRST-EVER GLOBAL CREATIVE PLATFORM

Global 'Go Forth' Campaign Serves as a Rally Cry to Create Positive Change in the World

SAN FRANCISCO (July 6, 2011) – Today, the Levi's® brand (www.levi.com) introduced the first global creative platform and global marketing campaign in the brand's 138-year history. 'Go Forth,' a rally cry to create positive change in the world today, taps into modern consumer sentiment that these are not easy times, but they are our times – 'Now is our time.'

Throughout the Levi's® brand's history— from the youth cultural rebellion of the 50s and 60s, to the information technology revolution of the new millennium — Levi's® jeans have been the uniform of progress. 'Go Forth' pays homage to the brand's heritage and celebrates today's pioneers who are taking action to build a new and better future. The new global platform builds upon the brand's successful 2009 and 2010 U.S. marketing campaigns and was informed by research from around the world that shows that the youth of today believe it is up to them to make the world a better place.

"Youthful optimism and energy are at the core of our DNA and this overarching theme resonates with people around the world," said Robert Hanson, global president of the Levi's® brand. "'Go Forth' is more than a marketing idea. It is also a rally cry; because now, more than ever, the world needs people with a pioneering spirit who still believe that anything is possible. For youth today, optimism is power."

The introduction of a global creative platform is the culmination of several years of rejuvenation for the Levi's® brand. In recent years, the brand has introduced revolutionary innovations in its men's and women's product lines and renewed the Levi's® retail store experience in an effort to engage a new generation of Levi's® customers.

The first manifestation of the new 'Go Forth' creative platform is the global integrated marketing campaign launching in early August. Attendees of Europe's premier apparel industry event, Bread & Butter, will get a sneak peek this week as 'Go Forth' comes to life on the streets of Berlin. Later this year, consumers around the globe can get directly involved in pioneering positive change through a Levi's® 'Go Forth' digital

engagement program supporting global sustainability efforts. The 'Go Forth' tenets will also inspire the development of Levi's® global product lines for 2012 and beyond.

Levi's® 'Go Forth' 2011 Global Brand Marketing Campaign

The global campaign will come to life through TV, cinema, print, digital and outdoor. The new creative will span 24 countries across the Americas, Europe and Asia-Pacific regions. The campaign serves as an invitation for people around the globe to come together to create a better world – it's a catalyst for the belief that it's up to each of us to make real change happen. Featuring Levi's® Fall 2011 collection, the creative platform carries the empowering statement, "Now is our time."

"No matter where you are in the world, youthful spirit and pioneering energy are themes that resonate," noted Rebecca Van Dyck, global CMO for the Levi's® brand. "For over a century, men and women have done amazing things in their Levi's® jeans. Our brand has always been a catalyst for change. We want customers to leave our stores not just wearing Levi's® jeans, but feeling inspired, empowered and determined to create a better world."

To bring the "Now is our time" sentiment to life, the Levi's® brand tapped renowned director Ralf Schmerberg to create a 60-second short film featuring scenes of the German landscape from Berlin to the Baltic Sea – and the real pioneering youth of Berlin to deliver a message of hope and empowerment. The spot features the poem "The Laughing Heart" by American poet, novelist and short story writer, Charles Bukowski,

The print, digital and outdoor advertising features Levi's® jeans in action as captured by photographers Jeff Luker and Randall Mesdon. The Levi's® 'Go Forth' global campaign was created in partnership with Wieden+Kennedy, Portland, Oregon.

"Go Forth is a platform we are committed to for the long term," added Van Dyck. "Consumers will see it grow and evolve from season to season and year to year, yet it will remain true to its core message of optimism and a pioneering spirit."

Levi's® Fall 2011 Collection

The 'Go Forth' feeling of optimism and youthful energy extends through Levi's® Fall 2011 collection, available in stores in late summer. Celebrating exceptional craftsmanship, attention to detail and innovation in fits, finishes and fabrics, the collection is the embodiment of American style and includes looks that range from rugged to refined to rebellious.

Key fits for men include a range of silhouettes from slim and skinny to straight and tapered. The collection looks at finishing through a sustainable filter and explores innovations that build on the Water<Less™ finish concept introduced by the Levi's® brand in January 2011. Additional production techniques used to improve

shape and create refined looks for Fall 2011 include dry stonewashing, hand scraping and combining resins and waxes.

The Fall 2011 women's line will expand on the revolutionary Levi's® Curve ID fit system which was introduced in Fall 2010. The system is based on a woman's shape, not size and is offered in Slight, Demi, Bold and Supreme Curve fits. The collection will feature a wide variety of innovative finishes ranging from rich dark shades of indigo and black to authentically crafted and worn looks. Finishes will be offered in both our Classic and Modern rise as well as a variety of leg openings.

To learn more about the Go Forth campaign check out the [digital press kit](#) for creative assets and more info.

Log-in details are as follows: [Www.wk.com/pr](http://www.wk.com/pr)

Username: levisbrand

Password: goforth

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.

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