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LEVI'S® GO FORTH CAMPAIGN

Levi's® First Ever Global Marketing Campaign

Manila, Philippines (August 1, 2011) - Levi Strauss Philippines unveils Go Forth Campaign, its first ever global marketing campaign. Go Forth Campaign is creating impact throughout the world by calling the youth to be part of a movement of optimism to mold our future. The future is in our hands to create. Now is our time.

Go Forth Campaign pays homage to Levi's® as a brand having more than a century of bringing durability, design and excellence through its jeans that lasts a lifetime. Having invented the very first blue jeans, Levi's® has become a paradigm as a uniform of progress, from the working men of the past to the global consumers of the present day.

Having pioneered the creation of jeans, Levi's® calls out to the youth to be pioneers of today and join the Go Forth movement towards optimism. The pioneers of today will be the building blocks of the future. Levi's® is calling you to be an icon of the new generation, share to the world a plethora of idealism bound to be realized. Make it known, be the pioneering spirit of the new generation. Just like Levi's® rooted in authenticity, originality and uniqueness, you are headed to go forth and steer the future!



This global creative platform is the pinnacle of the Levi's® brand with revolutionary innovations in its men's and women's jeans collections and continually enhancing the Levi's® retail store experience to engage the young generation of Levi's® customers.

Extending the Go Forth Campaign to its product line, the Men's Fall 2011 collection features new fits from slim and skinny fit, to the straight and tapered fits.



The Fall 2011 Collection highlights its authenticity with Art of Craftsmanship. From the construction of the jeans to the littlest rivets and buttons, Levi's® carefully mastered the art in details. This collection is also crafted with Levi's® Water<Less™ technology using 28% less water on average and up to 96% less water making the jeans environment-friendly.



Looking inside the jeans, one will notice the clean threading of each jean. No loose threads or faults in the creation of an art. The copper rivets are re-designed to strengthen the pockets of the denim. The top button is beautifully crafted to represent the originality of the denim. The Arcuate stitching design at the back pocket is re-shaped. The craftsmanship in Levi's® Jeans is beautifully seen inside and out.

The key fits this season are Levi's® 505 and Levi's® 501 jeans. The new Levi's® 505 jeans is a midrise regular straight jeans with zip-fly and five-pockets. The Levi's® 505 jeans is straight through the seat and thigh giving an easy style. Levi's® 501 jeans is a midrise regular straight jeans with Original Button Fly and five pocket styling. The Levi's 501 jeans is straight through the seat and thigh giving a soft and comfortable feel that you can wear. Additional production techniques are used to improve shape and create refined looks for Fall 2011 like dry stonewashing, hand sanding and combining resins and waxes.

Walk with Levi's® art of craftsmanship, and take a step further as you head to the long road. Visit the nearest Levi's® Store and find your perfect Levi's® jeans this fall.

Share your pioneering spirit to the world. Go forth with Levi's®.

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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