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## LEVI'S® GO FORTH CAMPAIGN

### Levi's® First Ever Global Marketing Campaign



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 collections and continually enhancing the Levi's® retail store experience to engage the young generation of Levi's® customers.

This Fall, Levi's® – the original, definitive jean brand – will expand Levi's® Curve ID, its popular global women's denim line, to include new styles and finishes. Levi's® Curve ID is a line of custom fitting jeans that utilizes a revolutionary fit system based on shape, not size.

According to a global study commissioned by Levi Strauss & Co., jeans are the third most dreaded clothing item women shop for—behind only bathing suits and bras.



“Jeans should be designed to fit the woman, the woman shouldn’t have to fit the jean,” said Mary Alderete, global vice president of women’s marketing for the Levi’s® brand. “If Mother Nature didn’t like curves, she would have made the world flat. The Levi’s® Curve ID system embraces the true curves of a woman’s body, whether she’s a size 2 or 22.”

### **New Sizes**

The Levi’s® brand believes that women of all sizes should be able to find their perfect fit with Levi’s® Curve ID. This Fall, the collection will be available in Slight Curve, Demi Curve and Bold Curve. Skinny, straight and boot cut leg openings will be offered in a Classic rise.

“Women with larger waist sizes deserve to wear perfect fitting, trend right jeans too,” added Alderete. “To accommodate even more women around the world with our revolutionary Levi’s® Curve ID fit system, we studied the bodies of women with more prominent curves and found that these women fall into the same three distinct body types in our original fit system – Slight, Demi and Bold.”



“Women with larger waist sizes deserve to wear perfect fitting, trend right jeans too,” added Alderete. “To accommodate even more women around the world with our revolutionary Levi’s® Curve ID fit system, we studied the bodies of women with more prominent curves and found that these women fall into the same three distinct body types in our original fit system – Slight, Demi and Bold.”

### **New Styles and Finishes**

The Fall 2011 women’s collection will feature a wide variety of innovative trend-right 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.

### **Levi’s® Curve ID Fit System**

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 Levi’s® brand designers studied body scans of more than 60,000 women to develop 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 – and include:



**Slight Curve** – designed to celebrate straight figures

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

Levi's® Curve ID is available in stores worldwide now. Each store offers trained fit experts to measure women, identify their personal Levi's® Curve ID and help them find the best fitting jeans for their body type and style preference.

**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 Signature by Levi Strauss & Co.™ brands. For more information, go to <http://levistrauss.com>.*

*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 imagination and loyalty of generations of diverse individuals through more than 150 years of innovation. For more information about the Levi's® brand, its products and the Levi's® Stores, visit <http://levi.com>.*

