

FOR IMMEDIATE RELEASE

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THERE IS NO SUCH THING AS A PERFECT PAIR OF JEANS.



Muffin Top – the term to describe the overhanging flesh that spills over the waistline.

Camel Toe – the outline of the crotch is explicitly seen as the result of tight-fitting or ill-fitting bottoms.

Gaper – the result of having a smaller waist paired with a bigger "behind."

Sausage Casing – the result of wearing skinny jeans that hug the flesh too tightly.

Women are forever on the search for that elusive pair of perfect jeans yet have always been let down or disappointed. Women then must admit that there is no perfect pair of jeans! But Levi's® proves this statement wrong. Taking another ingenious step into the innovation of women's denimwear, Levi's® is creating an exciting collection that will hug and complement a woman's individually unique set of natural curves that is surely something to watch out for!

Levi's® has started a campaign driven to help women find the best-fitting and most perfect pair of jeans they will ever wear. Studying the body shapes of over 60,000 women around the world, Levi's® has created revolutionary custom-fit denims that are based on shape, not size. So say goodbye to those ill-fitting bottoms and make room for the greatest fitting pair of jeans ever to hit your closet!

Levi's® wants to know what you think, your stories and every denim dilemma you've had and will have. Share your thoughts on denim fashion faux pas, jeans sins, and your frustrations in finding the perfect pair of jeans and get a chance to own a pair of jeans that seems as if they were specifically made for you. Visit **<http://levis.com.ph/women>** or go to the nearest Levi's® store or outlet near you to know more.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest branded apparel companies and the global leader in denimwear, 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>.

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