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Levi's® Roadwear Delivers Denim Must-Haves for Spring '11



Key looks from the Levi's® Roadwear collection

Manila, Philippines (January 20, 2011) – This season, the authority in jeanswear -- the Levi's® brand – is introducing a spring collection flush with key denim trends, including an expansion of the popular Levi's® Curve ID line for ladies. Designed to deliver the best head-to-toe expression of the brand, the wide range of tops, bottoms and accessories are rooted in classic looks fused with fashion modernity and ingenuity.



“The most popular trends for spring are the denim-on-denim and casual, lived-in styles rooted in the Levi’s® brand’s heritage,” said Jen Jimenez, Marketing Manager for Levi’s® Philippines and product manager for Levi® Philippines. “The Levi’s® brand offers a great selection of head-to-toe looks, including the Levi’s® Curve ID jeans that are crafted with expertise to make you look good and feel great.”

Looks for Spring

Denim-on-denim

The denim experts at the Levi’s® brand recommend styling up this trend by playing on fabric weights, indigo shades and washes. Chambray, trucker jackets and denim-hued shirts can be layered over jeans in different shades of blue, gray and blacks for a wider range of denim-on-denim looks.

“Red, white and blue”

The Levi’s® brand exudes a classic cool with its American roots. This season, the popular Western styles can be channeled in the iconic mix of reds, whites and blues. The company’s workwear heritage is also woven into this line, with Western shirts in a wide range of fabrics and colors available for both men’s and women’s.



“Lived in, Loved in”

Denim is most loved when it’s lived in. The life of each pair of jeans is well documented by creases, fades and tears. Inspired by this intimate relationship, the Levi’s® roadwear collection comprises of bottoms that come in distressed finishing – think rips, contrast scraping and aggressive washes. Balance the hard look on bottoms with plain and soft tops.

The new styles and finishes of the Levi’s® Curve ID collection have also been designed with these denim trends in mind. Levi’s® Curve ID is a line of custom fit



jeans that utilizes a revolutionary fit system based on shape, not size, and has been expanded to include new styles and extended sizes.

The Levi's® Roadwear Collection for Spring can be found in all major stores and department store outlets nationwide.

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® and Signature by Levi Strauss & Co.™ brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. The company's Asia Pacific Division was established in 1995 in Singapore. It comprises local subsidiary businesses, licensees and distributors selling its products in 39 countries in Asia Pacific and Southern Africa.

For more information, go to <http://levistrauss.com> or visit the new company blog, Unzipped, at <http://levistrauss.com/blogs>.

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognizable and imitated clothing items 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 <http://www.levi.com>