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Summer Must-Haves from Levi's® Ayala Center Cebu



Cebu, Philippines (April 3, 2011): Take on new adventures with the new Levi's® Roadwear Summer 2011 Collection. As Levi's® dares you to take the most epic journey of your life, suit up in the newly renovated Levi's® Men's store in Ayala Center Cebu!



Friends of the environment will find a new ally in Levi's® Water<Less™ jeans. These jeans use 28% less water on average and up to 96% less water for some products in the line. The water they conserve will instead be donated to communities around the world that don't have access to drinking water. Find even more fits and washes of these eco-friendly jeans in the Roadwear summer collection!



Whether for night or day, shorts definitely inspire the movement of summer. Find your favorite among checkered, khaki or classic denim shorts. Stop suffocating your skin and get the new

CoolMax shorts from Levi's®! Woven with breathing technology, these shorts deliver the coolest looks while delivering the coolest sensations. Stifling pants will no longer hold you back from going on your biggest and wildest adventures!

The women have something to look forward to as well. Last spring, Levi's® gave you lots of new options in the widely popular Levi's® Curve ID. By measuring the shape and not just the size, Levi's® was able to give real women their best-fitting jeans. This summer, expect even more style options from the premiere jeans go-to brand! You can now get the jeans that perfectly fit your body *and* your style! Make a statement in solid white pants, go retro in modernized acid wash denims. Dozens of combinations in washes, fits and textures give you virtually limitless options for the jeans that perfectly fit you.





If full-length jeans in the summertime aren't your thing, Levi's also has a wide range of shorts to choose from. Play around many alternative lengths as you go short, shorter and shortest! Let comfort take the lead as you show off your legs in the season where skin is sexy.

[Pictures of the newly-renovated Levi's® Men's Store available in the Store Opening Press kit]

Visit the newly renovated Levi's® Men's store in Ayala Center Cebu now and get your signature summer look today!

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>.