



The Levi's® Brand Launches the 'Live in Levi's® Project' As Part of New Global Campaign

A billion jeans. One-of-a-kind stories. This is how the world lives in Levi's®.

SAN FRANCISCO (Aug. 4, 2014) – Today, the Levi's® brand launches the ['Live in Levi's Project'](#) as part of its multifaceted global brand campaign "Live in Levi's®." The 'Live in Levi's Project' is a digital platform that serves to engage and activate the expansive global community of Levi's® fans around their shared experiences. The intention of the project is to celebrate how the world Lives in Levi's® by blending storytelling with social media and ecommerce on a global scale.

Created in partnership with ideas and innovation company AKQA, the 'Live in Levi's® Project' serves as a living showcase of the billions of Levi's® around the world and their iconic stories – collected, documented and shared across digital channels.

The platform launched with an experience filmed in New York, London, Paris, Tokyo and Shanghai in collaboration with editorial and production company, Monster Children. From Sleigh Bells front woman Alexis Krauss to tattoo artists and barbers, to favorite street-style star Julia Sarr-Jamois, the film features a fascinating cross-section of how real people live, work and play in Levi's®. Viewers can explore each individual story at any point in the film, accessing content that includes videos, photo galleries, product information and links to shop the looks.

The project invites fans to contribute their own real-life Levi's® moments by using the hashtag #LiveInLevis across Facebook, Twitter, Instagram and Weibo. Stories are then curated to fuel all digital platforms, including advertising, social and web.

"The people who wear Levi's® have always been the inspiration for our brand," said Jennifer Sey, chief marketing officer for the Levi's® brand. "This innovation is a way for us to open up our legacy and invite participation from all over the world by allowing users to shop for iconic Levi's® products highlighted in the film."

"Nearly everyone in the modern world owns, or has owned, a pair of Levi's® jeans," said Stephen Clements, executive creative director at AKQA. "The global ubiquity of the brand and the diversity of people's style is what we wanted to celebrate. It's something no other brand can claim."

Targeted implementation allows Levi's® to create and promote content that is most relevant for each unique market around the world.

The Live in Levi's® Project can be experienced at levi.com/LiveInLevis.

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.

ABOUT LEVI STRAUSS & CO.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™ and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites and a global footprint of approximately 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2013 net revenues were \$4.7 billion. For more information, go to <http://levistrauss.com>.

ABOUT AKQA

AKQA is an ideas and innovation company. We collaborate with our clients to create the future. www.akqa.com.

For more information or to arrange an interview, contact:

Ibby Clifford
Director, Levi's® Global Public Relations
(415) 501-7063
iclifford@levi.com

Katrina Cabrera
PR & Marketing Director, AKQA
212-624-2311
katrina.cabrera@akqa.com

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