



EMBARGO UNTIL AUGUST 1, 2011

CONTACTS:

Levi's® Public Relations
Jimmy Everett
(212) 704-3276
Jeverett2@levi.com

Turner PR
Sarah La Rosa
(212) 889-1700
Sarah.LaRosa@TurnerPR.com

**FILSON® AND THE LEVI'S® BRAND PARTNER FOR SECOND
“LEVI'S® WORKWEAR BY FILSON®” COLLECTION FOR FALL 2011
The Collaborative Release Will Feature Men's Apparel Made in the USA**

SAN FRANCISCO (August 1, 2011) – The Levi's® brand announces the second edition of the *Levi's® Workwear by Filson®* collection, a product capsule collection that marries the designs and technologies of the two iconic American brands. The *Levi's® Workwear by Filson®* collection will include five men's pieces that pair classic silhouettes with iconic fabrications and rugged detail. All pieces have been individually constructed and will be produced using the same method Clinton C. Filson used when creating his outerwear more than 100 years ago. The collection, which has been hand-crafted in C.C. Filson Co.'s Seattle factory, is slated to debut in limited quantities on August 8, 2011, in select Levi's® and Filson® stores and online at www.filson.com and www.levi.com

“We're thrilled to continue the *Levi's® Workwear by Filson®* narrative,” said Erik Joule, senior vice president of global men's merchandising and design for the Levi's® brand. “This collaboration is the perfect marriage of iconic silhouettes and time-tested materials. Each individually-crafted piece is a testament to our commitment to uphold the standards in design and quality that our founders Levi Strauss and Clinton C. Filson established over a century ago.”

Levi's® Workwear by Filson® features the finest and most durable materials that both the Levi's® and Filson® brands have historically used in their products, including legendary Filson® Tin Cloth and Levi's® heavy-duty rigid denim. Tin Cloth is Filson's most durable cloth, earning its name when tin was the standard of toughness, and remains the fabric of choice for optimal protection against rain, wind and abrasion. Denim, a workwear staple for over two centuries, was first popularized by the Levi's® brand when it invented the riveted denim jean in 1873. To this day, denim and Tin Cloth continue to be worn by workers of every trade.

The capsule will feature two jackets, the Tin Cloth Trucker, constructed in heavy-duty oiled Tin Cloth, and the all-new Hunter Trucker Jacket, a hybrid of the Levi's® Trucker Jacket and the Filson® Hunting Jacket. This piece features multi-functional game and map pockets and is constructed out of an 8.5 oz. oil finish Shelter Cloth in Otter Green. The collection will also feature the Levi's® Sawtooth Western Shirt made from Tin Cloth, the Filson® Original Hunting Vest cut in Levi's® raw denim; and Levi's® signature 505™ Jeans in dry finish Tin Cloth. The collection ranges from \$148.00 to \$278.00.

“The Filson® and Levi's® brands are renowned for their commitment to providing working men and women with the best quality apparel possible,” said Mark Korros, president and chief executive officer of Filson®. “With the launch of the second collection of *Levi's® Workwear by Filson®*, we are continuing to offer authentic workwear apparel featuring the durability, quality, functionality and comfort that Levi's® and Filson® customers value.”

The original *Levi's® Workwear by Filson®* collection launched in August 2010. It combined the most iconic silhouettes of the Levi's® and Filson® brands with Filson®'s famed accessories and featured a mix of Levi's® denim and Filson® fabrics. The collection consisted of:

- The Levi's® Trucker Jacket, crafted from Filson® oil finish Tin Cloth and moleskin collar and cuffs
- The Filson® Cruiser Jacket, designed originally by Clinton C. Filson for Northwest Timber Cruisers and created in two heavyweight denim variations
- The Denim Shooting Shirt, the very first functional shooting shirt crafted out of denim made exclusively for the Levi's® brand
- The Denim Cap, featuring quilted lining, wool earflaps and heavyweight denim
- A Filson® signature Tote Bag and Small Duffle, constructed of Rugged Twill, Rigid Denim, Bridle Leather and Brass hardware

About The Levi's® Brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss 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 is 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 www.levi.com.

About Filson®

C.C. Filson Co., a leading outfitter for outdoor enthusiasts, is committed to providing the highest performance apparel that stands up to the toughest conditions. The company's 114+ year legacy is built upon its reputation for honesty, quality and durability. The brand's tough yet comfortable outdoor clothing is a favorite among hunters and fishermen, engineers and explorers, mariners and miners, and anyone who has a passion for the outdoors. Renowned for proprietary fabrics such as heavyweight Waxed Tin Cloth and warm, rugged Mackinaw Wool, Filson® quality apparel and accessories have made it a trans-generational brand. The Filson® flagship retail store is located in Seattle, Washington, the company's headquarters with another retail store located in Portland, Oregon. For information or a free catalog, call (800) 624-0201 or visit www.filson.com.

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