

LEVI'S® REVEL



INTRODUCING LEVI'S® REVEL, A NEW REVOLUTION IN SHAPING JEANS

Levi's® Revel Jeans Shape, Lift and Lengthen Your Body With Unique Liquid Shaping Technology

SAN FRANCISCO (July 8, 2013) – In the fall of 1934, the Levi's® brand took a risk that forever changed the course of women's fashion by introducing the first jeans for women - Lady Levi's® jeans. Today, the brand that invented women's jeans and set the new standard in fit with Levi's® Curve ID in 2010, once again helps women find the perfect fitting jeans with the launch of Levi's® Revel jeans.

Fueled by a quest to create the “perfect jeans,” Levi's® Revel offers patent-pending shaping technology, the highest-quality denim fabric, and innovative design details, all in an engineered fit that helps women around the globe look and feel their best everyday.

The Levi's® design team was inspired by a woman's desire for comfortable jeans that enhance her shape while highlighting her best features. After years of development and hundreds of fittings around the globe from San Francisco to São Paulo, Stockholm to Shanghai, the Levi's® team is proud to introduce Levi's® Revel jeans.

“With the launch of Levi's® Curve ID, we recognized that it is every woman's right to have a great fitting pair of jeans,” said Jill Guenza, Levi's® Vice President of Women's Design. “Levi's® Revel takes that curve innovation one step further by actively shaping a woman's body, giving her the legs and butt she always wanted. When we took our Revel prototypes on the road to test our latest invention, we had women from all over the globe try on our jeans. Watching them walk from the dressing room to the mirror was truly inspiring. Who doesn't want to feel like that everyday – just from slipping on a comfy pair of Levi's®?”

Levi's® Revel jeans use exclusive Liquid Shaping Technology that has been fused into the denim through innovative design techniques like screen-printing. The Liquid Shaping Technology controls the fabric's stretch in strategic areas for a figure-hugging fit that lifts and defines your body and gives you a beautiful, shaped silhouette. While other brands have jeans with shaping panels or inserts that many women find uncomfortable, the magic of Levi's® Revel jeans is in the liquid, which holds you in at the same time as being super comfortable.

The denim for Levi's® Revel jeans has been carefully selected, developed and tested to make the jeans feel as great as they look. Levi's® Revel denim delivers four-way stretch that perfectly enhances a woman's shape and moves with her body. A super-soft hand feel and superior memory retention help the jeans keep their shape as well as hers.

Leveraging the groundbreaking Levi's® Curve ID fit system, Levi's® Revel jeans offer curve-specific fits and design details to enhance a woman's body. Available in Slight, Demi and Bold Curve, Levi's® Revel gives women a custom-like fit that eliminates the most common fit frustrations. Contour finishing, elongated seaming and pocket placement are all strategically designed for the most figure-flattering fit. A range of finishes, washes and colors are available in both skinny and straight leg openings to provide a wide assortment of Levi's® Revel fits for women worldwide.

The Levi's® Revel collection will be available at select Levi's® retail stores worldwide and online at www.levi.com in early August.

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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.

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