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**SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**Date of Report (Date of earliest event reported): May 10, 2010**

**LEVI STRAUSS & CO.**

(Exact name of registrant as specified in its charter)

DELAWARE

(State or Other Jurisdiction of  
Incorporation)

002-90139

(Commission File Number)

94-0905160

(I.R.S. Employer  
Identification No.)

1155 BATTERY STREET  
SAN FRANCISCO, CALIFORNIA 94111

(Address of principal executive offices, including zip code)

(415) 501-6000

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (See General Instruction A.2. below):

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communication pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communication pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**ITEM 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

(d) On May 10, 2010, the Board of Directors elected Robert A. Eckert as a new member of the Board, to be effective immediately. Mr. Eckert will serve as a Class III director and will be compensated on the same terms as the other non-employee directors of the Company. His election fills a vacancy on the Board.

Mr. Eckert is currently Chairman of the Board and Chief Executive Officer of Mattel, Inc., a position he has held since May 2000. He previously worked for Kraft Foods, Inc. for 23 years, most recently as President and Chief Executive Officer from October 1997 until May 2000. From 1995 to 1997, Mr. Eckert was Group Vice President of Kraft Foods, Inc. and from 1993 to 1995, Mr. Eckert was President of the Oscar Mayer foods division of Kraft Foods, Inc. In addition to his membership on the Board of Mattel, Mr. Eckert is currently a director of McDonald's Corporation.

There is no understanding or arrangement between Mr. Eckert and any other person or persons with respect to his election as director and there are no family relationships between Mr. Eckert and any other director or executive officer or person nominated or chosen by the Company to become a director or executive officer. The Company has entered into its standard form Director Indemnification Agreement with Mr. Eckert. There have been no transactions, nor are there any currently proposed transactions, to which the Company was or is to be a party in which Mr. Eckert or any member of his immediate family had, or will have, a direct or indirect material interest.

A copy of the press release announcing the election of Mr. Eckert is attached as Exhibit 99.1 hereto.

**ITEM 9.01. Financial Statements and Exhibits.**

(c) Exhibits.

99.1 Press release, dated May 14, 2010, announcing the election of Robert A. Eckert to the Board.

## **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

LEVI STRAUSS & CO.

DATE: May 14, 2010

By: /s/ Blake Jorgensen

Name: Blake Jorgensen

Title: Executive Vice President and Chief Financial  
Officer

## LEVI STRAUSS & CO.

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### FOR IMMEDIATE RELEASE

Media Contact: Jeff Beckman  
Levi Strauss & Co.  
(415) 501-1698

### LEVI STRAUSS & CO. ELECTS ROBERT ECKERT TO ITS BOARD

SAN FRANCISCO (May 14, 2010) — Levi Strauss & Co. (LS&Co.) today announced the election of Robert Eckert, chairman and CEO of Mattel, Inc., to its board of directors effective May 10.

“Bob is a highly experienced senior executive who understands the dynamics of building global consumer brands and creating cultures that are driven to win in the marketplace,” said LS&Co. Chairman Richard Kauffman. “He is known for his high standard of integrity, his collaborative leadership style and his decisiveness in driving businesses to successful results. Bob will bring great experience and valuable perspectives to the Levi Strauss & Co. board of directors.”

Eckert, 55, joined Mattel, Inc., as chairman and CEO in 2000. Since then, he has led the company through a major turnaround. Under his leadership, the company has substantially improved earnings and the stock price has doubled. Before joining Mattel, Eckert held numerous senior leadership positions at Kraft Foods, where he reinvented and grew several of the company’s iconic food brands. He earned his B.S. in Business Administration at the University of Arizona and an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University.

“I am honored to join the Levi Strauss & Co. board of directors,” said Eckert. “The Levi’s® brand is one of the world’s great, iconic consumer brands and a clear industry leader. The company is pursuing a global strategic growth plan and is poised for an exciting period of renewal. I look forward to contributing my experience and perspectives on building brands globally as this multi-year plan unfolds.”

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. For more information, go to <http://levistrauss.com>.

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