

**MEDIA CONTACTS:**

Kris Marubio  
Levi Strauss & Co.  
(415) 501-6709  
kmarubio@levi.com

Dorothy Mannfolk  
INDUSTRIE DENIM  
(818) 557-7447  
dorothy@mannfolkpr.com

**INTRODUCING *INDUSTRIE DENIM* – A NEW RETAIL CONCEPT DEDICATED TO PREMIUM DENIM**

**Levi Strauss & Co. and American Rag Founder Collaborate to Offer Consumers Choice in Denim**

**(SAN FRANCISCO) OCTOBER 12, 2011** – Levi Strauss & Co. and American Rag founder, Mark Werts, today announced a collaboration on a new premium denim concept called INDUSTRIE DENIM. This concept will come to life through stores owned by INDUSTRIE DENIM LLC as well as online at [IndustrieDenim.com](http://IndustrieDenim.com). The first store opened in Scottsdale, AZ earlier this month and a second store will open in San Francisco on October 14, 2011.

Levi Strauss & Co. worked closely with INDUSTRIE DENIM LLC on the initial strategy, concept, and look and feel for the stores. Staffed by fashion savvy sales associates dubbed “jean-iouuses,” the new INDUSTRIE DENIM premium stores will showcase more than 100 of the world’s most sought-after denim collections, including Levi’s® Red Tab, Levi’s® Made & Crafted, Levi’s® Vintage Clothing (LVC), Dockers®, along with other premium denim brands.

INDUSTRIE DENIM will provide shoppers with an unparalleled selection of the world’s top denim brands at a wide range of price points, as well as an exceptional standard of service that includes expert consultation with staff and on-site alterations and the exclusive “Booty Cam” fitting room experience, which allows shoppers to see how the jeans look and fit from every possible angle, including the back.

Mark Werts, Industrie Denim LLC CEO, said, "We're having an outstanding time working with Levi's in launching these concept stores. From the moment Industrie Denim was conceived until now, the chemistry has been spectacular and it has been a magical project with a 1000 pieces falling into place to create something dynamic and unique for our customers."

The two current brick and mortar INDUSTRIE DENIM locations in Scottsdale and San Francisco feature industrial store interiors with decorative accents distinct to both cities. Additional stores are expected to open in 2012.

Robert Hanson, Global President of the Levi’s® brand said, “In today’s world, denim is the ultimate and most versatile fashion option for every possible occasion and we know shoppers want choices when it comes to finding the best style for them. INDUSTRIE DENIM offers denim aficionados the premium shopping experience, fit, value and craftsmanship that they’ve come to expect from the Levi’s® and Dockers® brands.”

**Store Details****San Francisco** (Opening October 14, 2011):

300 Grant Street  
San Francisco, CA 94108  
415-397-3800

**Scottsdale** (Open):

15279 North Scottsdale  
Scottsdale, AZ 85254  
Phone: (480) 270-8123  
Store Hours: Mon.-Sat. 10-9; Sun. 12-6

**About INDUSTRIE DENIM LLC**

INDUSTRIE DENIM is a collaboration between American Rag founder Mark Werts and his long-time partners Rudolph Faulcon and Larry Russ with Levi Strauss and Co. forming Industrie Denim LLC. Combining the impressive experience of both denim vanguards, each INDUSTRIE DENIM location offers a uniquely designed, authentic space featuring an inspired selection of the best denim in the world. The price points are wide and inviting to a broad range of fashion savvy customers. INDUSTRIE DENIM also delivers an exceptional standard of service that includes expert consultation with staff, alterations and the exclusive fitting room Booty Cam, which allows shoppers to view how the jeans appear from behind. This patent-pending wonder has gained a flurry of media coverage for providing an innovative way for shoppers to ascertain the fit of the jeans. It's of particular importance to the market as a recent Retail Monitor report shows that approximately fifty percent of consumers rank fit over all other factors such as style, price and brand in deciding their denim purchase. INDUSTRIE DENIM's retail model challenges the single brand denim store while leaving the door open to eventually create and develop its own eponymous label.

**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 franchised and company-owned stores. As of August 28, 2011, the company operated 499 stores within 31 countries. Levi Strauss & Co.'s reported fiscal 2010 net revenues were \$4.4 billion. For more information, go to <http://levistrauss.com>.

###