



LEVI'S® BRAND EXPANDS LEVI'S® CURVE ID WOMEN'S' DENIM LINE TO EMBRACE CURVES AROUND THE WORLD
Levi's® Curve ID Jeans Available in New Fit, Styles and Sizes for Spring 2011

SAN FRANCISCO (February 9, 2011)– Today, Levi's® – the original, definitive jean brand – announced the expansion of its popular global women's **Levi's® Curve ID denim line**, to include a new fit, new styles and extended sizes. The Levi's® Curve ID line utilizes a revolutionary fit system based on shape, not size.

Since Levi's® Curve ID jeans were introduced in August 2010, over a million women have found their perfect fit. The line was created as a result of studying more than 60,000 body scans and listening to women around the world – from ultra curvy to stick straight and everything in between.

"We believe women of all shapes should be able to find a pair of jeans that fit them instead of having to fit into the jeans," said Mary Alderete, global vice president of women's marketing for the Levi's® brand. "Women have told us they love our new fit system but they want even more styles, sizes and fits. In an effort to build on our Slight, Demi and Bold fits, we researched an even curvier body shape, explored a range of larger sizes, and also listened to women's style preferences around rise and leg opening."

New Fit

Levi's® Curve ID jeans were launched in Fall 2010 with three fits that account for approximately 80 percent of women's body shapes.

In an attempt to meet the needs of even more women, a fourth Levi's® Curve ID fit called Supreme Curve was added. Supreme Curve is designed to solve the fit frustrations of the curviest women regardless of their small or large size. The Supreme Curve fit sits lower in the front and higher in the back for the comfort and coverage of a perfect fit that truly enhances the shape of a curvy body.

"Women with a really curvy body have the most difficult time finding jeans that fit because most jeans are just too low in the back" added Alderete. "We tested this fit on women around the world and the response was incredible. Finally, jeans that fit and flatter real curves!"

The Supreme Curve fit is initially available in select stores in Brazil, South Africa and the United States as well as select countries in Europe. Supreme Curve will also be available for global consumers online at Levi.com. Supreme Curve will expand to additional markets based on consumer demand for this innovative fit.

New Styles

The Levi's® Curve ID line made its debut in the Modern Rise, which sits a little lower on the waist for a contemporary look.

Now, women who prefer a slightly higher rise can find their perfect Levi's® Curve ID fit in a Classic Rise that sits below the waist for a little more coverage and a classic look.

For Spring 2011, the Slight, Demi and Bold Levi's® Curve ID fits are available in Modern or Classic Rise and a variety of styles (Skinny, Straight and Boot Cut) and finishes.

New Sizes

Now that Levi's Curve ID jeans can fit a range of women's body shapes, we want to be sure that women of all sizes can find their perfect fit. Our fits were initially offered in waist sizes 22 to 32 inches. For Spring 2011, size 34 will be added in all fits and styles. Sizes 36 and 38 will be added to the line in Fall 2011.

Levi's® Curve ID Fit System

Unlike other denim brands, the Levi's® Curve ID line utilizes a unique, customized fit system focusing on a woman's shape and proportions, not her size. The Levi's® brand designers studied body scans of more than 60,000 women to develop custom fits based on the difference between the measurement of a woman's hip and seat – the greater the difference, the more curvy the body – and include:

Slight Curve – designed to celebrate straight figures

Slight Curve is designed to define a woman's waist, while accentuating her curves. If jeans fit in the hips and thighs but are too tight in the waist, a woman should try the Slight Curve.

Demi Curve – designed to fit even proportions

Demi Curve is designed to flatter a woman's waist, while smoothing her shape. If jeans usually fit in the waist, but don't flatter the figure, a woman should try the Demi Curve.

Bold Curve – designed to honor genuine curves

Bold Curve is designed to hug the waist, without gapping or pulling. If jeans fit in the hips and thighs, but gap in the back, a woman should try the Bold Curve.

NEW! Supreme Curve – designed for the curviest woman (only available in select markets)

Supreme Curve is designed to sit lower in the front and higher in the back for coverage that truly enhances the shape of a curvy body. If jeans fit in the hips but the waist is too low in the back, a woman should try the Supreme Curve.

Levi's® Curve ID jeans are available in stores worldwide now. Each store offers Levi's® Curve ID consultants trained in custom fittings to identify a woman's personal Levi's® Curve ID fit and help her find the perfect fit for her body type and style preference. Women can also identify their perfect fit, explore a photo gallery of real women modeling the line, and learn more about the Levi's® Curve ID fit science behind "Shape not Size" by visiting the interactive digital fitting room on Levi.com.

For further information, please contact:
INSERT REGIONAL CONTACT INFO

Alexa Rudin
Levi Strauss & Co.
(415) 501-7645
arudin@levi.com

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 www.levi.com. For more information about Levi Strauss & Co. visit www.levistrauss.com.

###