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THE DOCKERS® BRAND OFFERS MEN ANOTHER REASON TO ‘WEAR THE PANTS’ WITH THE INTRODUCTION OF ITS NEWEST STYLE, THE ‘ALPHA’ KHAKI

The Khaki Leader Unveils a New, Highly Versatile Blue-Jean Alternative Available in a Wide Range of Colors and Finishes

SAN FRANCISCO (September 14, 2011) – Today, the Dockers® brand introduces a new denim alternative - the ‘Alpha’ khaki. Lifting a blue jean’s best attributes—including its slim fit, lower rise, and rugged construction—the ‘Alpha’ khaki combines the ease of denim with the more polished design details of an iconic khaki pant.

The ‘Alpha’ arrives in stores this August in a wide range of versatile colors along with distressed, vintage-derived khaki finishes. Highly-versatile and suited for a number of wearing occasions, the ‘Alpha’ khaki ranges in price from \$68.00 for timeless colors to \$128.00 for more limited-edition, hand-crafted styles.

“Men love their jeans, especially the way they wear over time and how they can be dressed up or down,” says Doug Conklyn, Dockers® Senior Vice President of Global Design. “We’ve created the Alpha khaki as the perfect alternative to jeans. It’s got the rugged attitude and spirit of a jean, but the more cleaned up, classic look of a khaki. And it wears in overtime as his jeans would.”

The ‘Alpha’ khaki incorporates several construction techniques typically used when creating jeans, including reinforcement, topstitching and over-lock seaming details, along with some of the dressed-up touches of a more tailored trouser. Similar to a pair of jeans, the ‘Alpha’ is cut from heavier-weight

khaki fabrics, specifically selected to wear, wrinkle and age overtime.

New for the Fall 2011 season, the 'Alpha' will be offered in a range of 12 colors, including iconic khaki shades along with a selection of bold, vibrant tones that are true to 'Alpha' form, including: Sahara Red; Legion Blue; Smokey Aqua; Terra Cotta Orange and a deep Mustard Yellow among others.

The 'Alpha' is also offered in a range of aged, distressed finishes inspired by wear patterns found on khaki's tested by real men. Using these "road-tested" results as an authentic source of inspiration, Dockers® design developed 4 unique finish options including:

- A "clean-slate" version that allows the wearer to take a basic khaki and create their own custom, finish as they break in and soften with time and wear.
- The 1-year Finish: slightly rumpled yet still fresh, this finish is just beginning to show its wear—and potential.
- The 5-year Finish: rough and ragged, the 5-year has been authentically aged with a great deal of tough love.
- The 10-year Finish: lived in, worn and torn, this is THE pant of a survivor.

Arriving in stores in August, the 'Alpha' Khaki will be available for purchase at a number of retailers, including Urban Outfitters; select Bloomingdale's locations; and American Rag in select finishes. It will also be available online via www.dockers.com

About the Dockers® Brand

The Dockers® Brand has embodied the spirit of khaki for more than 25 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit www.Dockers.com.

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