

Mar. 31, 2010

## **LEVI STRAUSS & CO. OPENS BESPOKE FLAGSHIP STORE ON REGENT STREET AS PART OF GLOBAL RETAIL GROWTH STRATEGY**

### ***Jeanswear Leader Targets London to Deliver Authentic and Iconic Levi's® Brand Experience***

LONDON (31 March, 2010) – Levi Strauss & Co. (LS&Co.) today announced the opening of its re-crafted Levi's® flagship store on Regent Street in London's West End. A vibrant source of fashion trends and pioneering youth culture, London is the perfect gateway to a new experience of the Levi's® brand.

“Our new London flagship store is a milestone of Levi Strauss & Co.'s global retail strategy, designed to build the company's brand-dedicated retail network throughout the world, with special emphasis on key fashion capitals such as London,” said Armin Broger, President of Levi Strauss & Co. Europe, Middle East and North Africa. “On Regent Street, Levi's® has created a place where craftsmanship and authenticity deliver the most genuine experience of the brand anywhere in Europe.”

The Levi's® Regent Street flagship store combines product breadth and depth, personalised denim expertise and a journey through the origins of denim to provide the ultimate jeanswear destination to millions of London shoppers. The store will be curated to feature the latest collections and provides consumers with a highly personalised way to shop by the latest fit or finish in the Inspection Room. It also houses up to 22 different washes of the original button fly jean in the glass-encased 501® Jeans Warehouse. Product selections will be updated weekly to inspire new perspectives on iconic collections, whilst also showcasing innovative product for those on the hunt for the latest trends. For consumers seeking vintage pieces, the store features the exclusive Levi's® Vintage Clothing collection, offering consumers exact replicas of historic editions of 501® jeans. Key pieces from the brand's 137-year history will also be on display, including an original pair of Levi's® 201 jeans from the 1920s, on loan from the Levi's® archives in San Francisco.

The Levi's® store on Regent Street is designed to give consumers a tangible look into the craftsmanship that goes into the original and definitive jean. To introduce London to the re-crafted flagship store, Levi's® has recruited 18 of London's most talented craftworkers to feature as icons of the new store. LS&Co. scoured London to find craftsmen and craftswomen across the worlds of art, music, performance and even food creation, representing a truly young and dynamic London. An in-store launch installation will see 80 square metres of prime Regent Street retail space dedicated to Levi's® Craftworkers. After the launch exhibition, this storefront space will be reserved purely for the curation of craft, showcasing everything from exclusive product collaborations to art exhibitions, creating a level of intrigue and impact unique to fashion retailing. You can learn more about this campaign at [www.leviscraftwork.com](http://www.leviscraftwork.com).

### **About Levi Strauss & Co.**

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® and Dockers® brands. Levi Strauss & Co. reported fiscal 2009 net revenues of \$4.1 billion. Based in Brussels, the Levi Strauss Europe, Middle East and North Africa division (LSEMA) comprises local subsidiary businesses, licensees and distributors selling its

products in 65 countries. LSEMA posted net revenues of \$1.0 billion in 2009.

**For more information or to arrange interviews please contact:**

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**Notes to editors:**

**Further information about the Levi's® flagship store on Regent Street:**

- **Industrial décor:** Factory feel throughout, brought to life through a mix of exposed brick, raw steel, concrete, wood and glass. The fitting room walls are crafted with duck canvas, a reproduction of the original canvas used by Levi Strauss in the 19th Century. A metal staircase or illuminated glass elevator leads customers down to the basement level where customers will be met by a resident team of knowledgeable staff on hand to guide novices and denim aficionados alike through the latest fits and finishes.
- **Origin:** forms the opening 80sqm of the store, reserved purely for curation of craft. It serves to showcase over and above great product whilst capturing the imagination, compelling visitors to explore further.
- **501® Jeans Warehouse:** a literal jeans vault, this space is surrounded by glass walls, allowing consumers to see the 22 washes and variety of fits we have to offer.
- **The Inspection Room:** easily allows consumers to find the perfect fit and finish for their favorite pair of jeans.
- **Archival Pieces:** The San Francisco archive will loan products for display in the Regent Street store, starting with an original pair 201 Jeans from the 1920s.
- **'Artisans' and 'Drapers':** will be on hand to offer specialist advice, although those who favour browsing at their own free will be able to self select.

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