

News - February 1, 2013

Introducing the Levi's® 501® in Color: The Levi's® Brand Celebrates 140 Years of a Cultural Icon

When Levi Strauss partnered with tailor Jacob Davis in 1873 on a patent for riveted pockets on work pants for Western pioneers, they couldn't have dreamed of its impact on modern culture. The Levi's® 501® button fly jean – the original and first ever blue jean – was born on May 20, 1873. And 140 years later, it is more popular and even more relevant to global culture and style than ever before.

Deemed *Time Magazine's* "Fashion Item of the 20th Century" – the original Levi's® 501® button fly jean is an American icon that has been woven and stitched deeply into our world's cultural heritage. From presidents to movie stars, farmers to fashion icons, entrepreneurs to the every man, the cultural significance of Levi's® 501® jeans has been defined by the people who wear them. No other product has been worn, loved or re-imagined quite like Levi's® 501® jeans. A symbol of individuality and universality – the 501® jean is the ultimate expression of personal style – worn by the pioneers who shape our world, generation after generation.

The Evolution of the Levi's® 501® Jean

Designed with uncompromised authenticity and tailored to perfection, the 501® jean has subtly evolved through the years – improving with age to provide every generation with the jean they need.

This season, the 501® jean will be available in the same great fit in new colors including mineral red, chalk blue, ivy green, true chino and white. A lighter weight shrink-to-fit twill fabric offers an incredible, buttery-soft hand feel.

The evolution of today's 501® jeans has been driven by a commitment to craftsmanship and quality. There isn't a stitch on the jean that hasn't been reconstructed and improved to enhance this timeless product, while staying true to its essential core. Look for finer fabric, reinforced stitching, larger pockets to store your latest smart phone, and updated belt loops, inseams and cuffs. We've done it all in the spirit of the original, with the same care, the same craftsmanship, and the same attention to every detail. It's the same Levi's® 501® as always, like never before.

What's your interpretation? #501

This February through May, the Levi's® brand is embarking on a campaign called "501® Interpretation" to celebrate the range of expressions of unique personal style from around the world. We put the Levi's® 501® in the hands of the fans—young and old, famous and not so famous—asking them for their interpretation of the original. A digital photo gallery of their images from high fashion to street style and everything in between will live at www.LEVIS501.com.

Levi's® fans can join the movement by tagging photos of themselves in their 501® jeans with #501 on Twitter and Instagram or by uploading directly at www.LEVIS501.com.

From this amazing collection, we'll hand select the photos that best represent the energy and events of these times to live in a limited-edition "Book of 501®" as a legacy for the future. What's your interpretation? #501

The "501® Interpretation" campaign will also run across print and outdoor platforms in select markets around the world.

Yesterday. Today. Tomorrow. Forever. Levi's® 501®.

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