



LEVI'S® BRAND INTRODUCES REVOLUTIONARY FIT SYSTEM THAT FOCUSES ON SHAPE, NOT SIZE
Levi's® Curve ID Is Company's First Global Women's Denim Line

SAN FRANCISCO (August 9, 2010) – Today, Levi's® – the original, definitive jeans brand – announced a new line of custom fit jeans made to fit the curve of a woman's body. The new line, **Levi's® Curve ID**, utilizes a revolutionary fit system based on shape, not size and was created as a result of studying more than 60,000 body scans and listening to women around the world of all shapes and sizes.

Through this research, Levi's® designers created a new approach to measuring a woman's body and identified three distinct body types that account for 80 percent of women's shapes universally. The three Levi's® Curve ID fits are based on these universal body types.

"Since we created our first women's jeans 75 years ago, no one has changed the formula for finding the perfect fit," said You Nguyen, senior vice president of Women's Merchandising and Design for the Levi's® brand. "Our revolutionary approach looks beyond waist size to address the true curves of a woman's entire body. We've created three custom fits that address a range of body shapes, allowing women to find their perfect fit and ultimately helping them feel confident and sexy in their jeans."

Unlike other denim brands, Levi's® Curve ID utilizes a unique, customized fit system focusing on a woman's shape and proportions, not her size. The designers studied the bodies of more than 60,000 women to develop three 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 usually 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 usually fit in the hips and thighs, but gap in the back, a woman should try the Bold Curve.

In an effort to further understand women's fit frustration, Levi Strauss & Co. conducted a global survey. Revealing survey findings include:

- More than half of women (54 percent) try on at least 10 pairs of jeans to find one pair they would buy.
- Most women (87 percent) wish they could find jeans that fit better than the ones they own.
- Most women (67 percent) believe that jeans are designed for women with "ideal" figures.
- Very few women (28 percent) believe that jeans are designed to fit their bodies.

Levi's® Curve ID fits will begin rolling out in select Levi's® retail store locations in the U.S., Canada, Mexico, Brazil and retail locations in Asia and Europe throughout summer/fall 2010. The fit system, which will be incorporated into the majority of Levi's® Women's denim collection, is available in sizes 22-34 (0-16 on a traditional women's size scale) in a variety of styles and finishes.

Each store carrying the line will have trained fit experts to measure women, identify her Levi's® Curve ID and help her find the best fitting jeans for her body type and style preference. A global digital fitting room will launch on Levi.com where women will be able to find their Levi's® Curve ID, explore product demos and learn more about our fit science.

For further information, please contact:

Kelley Benander
Levi Strauss & Co.
(415) 501-7598
kbenander@levi.com

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 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.

###