



## Levi's® Launches New Global Campaign Featuring Beyoncé

**SAN FRANCISCO (September 30, 2024)** — The Levi's® brand today announced a new campaign with global icon Beyoncé. Following the release of "LEVII'S JEANS" — a beloved track from "COWBOY CARTER," the critically acclaimed album exploring and redefining Americana — Beyoncé steps into the role of protagonist in "REIIMAGINE," a campaign inspired by the legacy of the Levi's® brand and the forward-thinking vision of one of the most influential figures of modern culture, reaffirming the brand's enduring place at the center of culture.

Drawing inspiration from Beyoncé's innovative approach to art, culture and storytelling, the campaign reimagines classic Levi's® looks and films. In a series of chapters, the new campaign reinterprets several of the Levi's® brand's most iconic advertisements, bringing them into the modern era through the transformative vision of celebrated filmmaker Melina Matsoukas. The first film — inspired by "Launderette," the 1985 ad that famously reignited "I Heard It Through the Grapevine" on the Billboard charts — places Beyoncé center stage and celebrates the Levi's® brand's heritage as a canvas for self-expression, worn by changemakers and icons alike.

"My song 'LEVII'S JEANS' celebrates what I believe is the ultimate Americana uniform — something we all wear with pride," said Beyoncé. "I am honored to work with Levi's® to create quintessential American iconography. Denim on denim has often been seen through a male lens, so this reimagining campaign, which celebrates the iconic female perspective, is important to me. I look forward to exploring innovative ways for our visions to align in empowering women and honoring their strength."

"The Levi's® brand has and always will be the unofficial uniform for those moving forward in the pursuit of better. We believe a key part of that is continuously breaking and building the codes of culture," said Kenny Mitchell, global chief marketing officer of the Levi's® brand at Levi Strauss & Co. "In collaboration with Beyoncé, we explore the power of reimagination through this campaign, helping us to connect with our fans in new ways and supporting the growth of our women's business as the definitive denim lifestyle brand."

The fully integrated campaign — which will include television, out-of-home, digital, social media, print, brand activations and exclusive products — kicked off with digital projections in key markets like San Francisco, Houston, Chicago, New York, Atlanta, Paris, London and Berlin, creating buzz and giving fans a sneak peek into the campaign to come. On September 30, high-impact out-of-home is launching around the world to inaugurate the Levi's® and Beyoncé campaign.

The first film was brought to life through the lens of Marcell Rév, an Emmy Award-winning cinematographer. Outside of the immersive visual world of the film, the Levi's® brand worked with

photographer Mason Poole, who captured a collection of timeless campaign imagery, adding to the canon of incredible photography of icons in Levi's® jeans, from Marlon Brando to Marilyn Monroe — and now Beyoncé. The campaign was conceived in creative partnership with TBWA\Chiat\Day LA and produced by de la revolución/PRETTYBIRD.

To see the latest content from the global campaign and to stay up to date on the campaign, visit [levi.com](https://www.levi.com) and follow @levis on Instagram and TikTok. The full version of the film can be found on [YouTube](#).

### **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 one of the most recognizable garments of 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 denim 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 [levi.com](https://www.levi.com).

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

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in denim. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Levi Strauss Signature™ and Beyond Yoga® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites and a global footprint of approximately 3,200 brand-dedicated stores and shop-in-shops. Levi Strauss & Co.'s reported 2023 net revenues were \$6.2 billion. For more information, go to <http://levistrauss.com>, and for company news and announcements go to <http://investors.levistrauss.com>.

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