



Beyoncé and Levi's® Launch Chapter 3 with REIIMAGINE: *Refrigerator*

San Francisco, CA (April 14, 2025) – The Levi's® brand, in collaboration with global icon Beyoncé, today debuted *Refrigerator*, the third chapter of the REIIMAGINE campaign. In the new film and accompanying imagery, Levi's® continues to highlight the brand's heritage as inspiration for reinvention.

The first two chapters, *Launderette* and *Pool Hall*, reignited conversations around Levi's® legacy, with *Launderette's* subversive take on the brand's classic ad and *Pool Hall* paying homage to Levi's® deep ties to music and counterculture. The third chapter, *Refrigerator*, brings the campaign into a new setting – a roadside diner – where timeless style meets undeniable confidence. Once again, Levi's® teamed up with Grammy Award-winning director Melina Matsoukas for this chapter, which highlights how Levi's® remains a canvas for individuality, self-expression, and cultural influence for today.

The campaign was conceived in creative partnership with TBWA\Chiat\Day LA and produced by de la revolución/PRETTYBIRD.

Inspired by the Levi's® 1988 Refrigerator commercial, this chapter transforms the ad's original spirit into a modern statement about confidence, originality and empowerment. Set in a sun-drenched roadside diner, the film reimagines the 1988 Refrigerator ad, with Beyoncé as the lead. In the Levi's® Iconic Western Shirt, 501® Original Shorts, a crisp white tank, and a classic red paisley bandana, she moves with confidence, ready to take on her next challenge. With a special cameo from Willie Jones, a collaborator on *Cowboy Carter*, the campaign seamlessly connects the brand to Beyoncé's broader artistic universe.

"Levi's® isn't a legacy brand - it's a brand with an incredible legacy that has consistently remained at the center of culture" **said Kenny Mitchell, global chief marketing officer of the Levi's® brand at Levi Strauss & Co.** "Through REIIMAGINE and our partnership with Beyoncé, one of the most influential artists of our time, we're building on decades of classic Levi's® iconography and celebrating what it means to lead with intent and confidence."

"Refrigerator" launches with a fully integrated global campaign, including television, digital, social media, out-of-home and brand activations.

The campaign continues the Levi's® tradition of working with the most celebrated creative talents of our time. Matsoukas collaborated with Emmy Award-winning cinematographer Marcell Rév and acclaimed photographer Mason Poole to capture the visual essence of "Refrigerator," building on the legacy of iconic Levi's® campaigns and photography.

For more information on the REIIMAGINE 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](https://www.youtube.com/watch?v=...).

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 120



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.

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 120 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,400 brand-dedicated stores and shop-in-shops. Levi Strauss & Co.'s reported 2024 net revenues were \$6.4 billion. For more information, go to <http://levistrauss.com>, and for company news and announcements go to <http://investors.levistrauss.com>.

Media Contact Elizabeth Owen
Levi Strauss & Co.
(415) 501-7777
NewsMediaRequests@levi.com