Levi's® Brand Welcomes Football Fans to Their Home Turf During the Big Game Week

San Francisco, CA (January 26, 2026) – When the world's biggest sporting event comes to the Bay Area in February, the Levi's® brand is ready to show what home turf really means. With the big game taking place at Levi's® Stadium, the brand is celebrating its hometown with an immersive week of culture, style, and community–uniting sport, music, fashion, and the authentic energy of the Bay Area. Levi's® Home Turf is where local pride meets a global spotlight.

Through a series of activations across San Francisco, the Levi's® brand will honor Bay Area culture while showcasing collaborative product drops, live music performances, retail experiences, and customization opportunities that capture the spirit of the region. The celebration centers around an immersive pop-up experience launching February 5-7 at 1 Montgomery in San Francisco's Financial District. The Levi's® Home Turf experience will feature music performances curated in partnership with San Francisco-based record label EMPIRE, exclusive sneaker releases, customization workshops, and cultural exhibitions that pay tribute to the Bay Area's influence on music, sport, and style.

Music takes center stage throughout the week with performances highlighting iconic Bay Area sounds and artists. The celebration kicks off Thursday evening with a pep rally featuring performances by Bay Area rapper LaRussell and a marching band. Friday, NPR is bringing the Tiny Desk Experience, sponsored by Levi's®, with Goapele, P-Lo, Souls of Mischief and Ruby Ibarra, a previous Tiny Desk Contest Winner, marking a rare moment the beloved concert series brings this iconic experience outside of NPR's Washington, D.C. headquarters. The Levi's® Home Turf experience also features an EMPIRE exhibition celebrating their 15 years of music, culture and innovation, offering an immersive look at the Bay Area's musical legacy and its global impact.

Sneakerheads and style enthusiasts will find exclusive product drops throughout the week. The Levi's® brand is partnering with Jordan Brand on limited sneaker and apparel releases available at the Levi's® Home Turf, alongside exclusive customization options such as embroidered patches and lace locks. A collaboration with Starter also launches February 2 at select Bay Area Levi's® retail locations, including Market Street and Valley Fair stores. The collaboration features NFL team jackets with authentic Bay Area style, allowing fans to represent their teams with distinctive hometown swagger.

Customization sits at the heart of the Levi's® Home Turf experience. At the pop-up, visitors can personalize Levi's® classics through fast, approachable applications such as patches and chainstitching. Visitors can also opt for a one-on-one customization workshop with a design consultant featuring laser treatments, rhinestones, and screen printing. Additionally, Levi's® Home Turf will host a Wear Longer workshop featuring a panel of Bay Area artists discussing the longevity, creativity, and local culture of customization. Select Bay Area retail locations will also offer Tailor Shop services, including team-color button swaps, chainstitch embroidery, splatter paint with stencils, foil treatments, and other options for creating one-of-a-kind fan gear.

Select Bay Area Levi's® stores will host appearances by rapper E-40 and other athletes and music artists throughout the week, creating special moments for fans and reinforcing the brand's deep connection to local communities. Exclusive E-40 graphic tees will be available for purchase as part of the Levi's® brand's broader collection of artist tees.

On Wednesday, February 4, San Francisco vintage retailer Big Time Vintage will host a special store takeover featuring curated vintage Levi's® products and throwback 49ers merchandise–celebrating the nostalgia and heritage that define Bay Area fan culture.

Red Tab™ loyalty members can access exclusive experiences and giveaways throughout the week. At select Bay Area Levi's® retail stores, members can pick up limited-edition Levi's® Home Turf Trading Cards, with select prize packs offering exclusive access to Home Turf events, Levi's® x Jordan sneakers, or Levi's® gift cards. For fans outside of the Bay Area, a nationwide U.S. sweepstakes will offer the chance to win a Levi's® Home Turf prize pack featuring collaborative products and commemorative items from the week's activations. For more information on the national Levi's® Home Turf Sweepstakes, visit https://www.levi.com/US/en_US/features/sweepstakes.

Levi's® Home Turf represents the brand's commitment to celebrating its Bay Area roots while creating cultural moments that resonate far beyond the region. Through partnerships with local institutions like EMPIRE and homegrown retail partners, the activation honors the communities that have shaped both the brand and the city.

For more information about Levi's® Home Turf programming and product releases, visit https://www.levi.com/US/en_US/features/hometurf.

Levi's® x Starter Imagery: HERE

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.

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®, 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.

PR Contact

Clusters to input name and email