

LEVI STRAUSS & CO.

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Levi's® Launches Immersive Pop-up Celebrating Bay Area Culture, Style and Community
As Levi's® Stadium hosts the Big Game, Levi's® proudly celebrates its hometown roots through unique product collaborations, live music, community programming and more.

SAN FRANCISCO (January 26, 2026) — Levi's® today announced [Home Turf](#), an immersive pop-up experience in San Francisco that celebrates sports, fashion, music and the authentic energy of the Bay Area, all coinciding with Levi's® Stadium hosting the Big Game. As global attention turns to the Bay Area, Levi's® is leveraging this hometown moment to remind the world of San Francisco's iconic roots while showcasing how cultural experiences fuel brand growth.

"This moment is about more than a game; it's a cultural cornerstone that brings people together," said Michelle Gass, president and chief executive officer of Levi Strauss & Co. "San Francisco is our hometown, and we're proud to celebrate one of the biggest sports stages right here where music, fashion and sports intersect in such a unique way. This global moment gives us the chance to remind the world why San Francisco has always been a hub of creativity and self-expression and why those values are at the heart of everything we do."

"Few brands can authentically play across so many facets of culture, including sports, in the way Levi's® consistently does," said Kenny Mitchell, chief marketing officer at Levi Strauss & Co. "As a brand that continues to live at the center of culture, we're honored to hold the naming rights to Levi's® Stadium — a global stage on our 'home turf' that connects generations of fans through the unifying and positive power of sport, music and creativity."

Throughout the week, Levi's® will activate a series of fan-first experiences across the Bay Area that underscore the company's strategy of being brand-led and pivoting into a direct-to-consumer first retailer. The centerpiece is a multi-day pop-up at 1 Montgomery in San Francisco's financial district, produced in partnership with San Francisco-based record label **EMPIRE**, featuring a range of activations including:

- **Exclusive Product Collaborations:** The Levi's® brand will unveil a series of limited-edition collaborations designed to merge sport, style and Bay Area culture. Earlier this month, the brand launched a partnership with the Jordan Brand that will bring [exclusive sneaker and apparel](#) releases to the Home Turf pop-up, featuring customization opportunities including embroidered patches and specialty lace locks. Then on February 2, a Starter collaboration will launch at select Bay Area Levi's® retail locations with NFL team jackets that blend authentic athletic heritage with distinctive style. Additional collaborative releases will debut throughout the week, available exclusively at the One Montgomery pop-up and Bay Area Levi's® stores. These collaborations reflect Levi's® commitment to blending sports and fashion while celebrating Bay Area creativity.
- **Unique Music Performances:** At Home Turf, Levi's® will amplify its deep connection with music through a lineup that spotlights Bay Area artists and sounds. The experience kicks off with a high-energy pep rally featuring local rapper LaRussell and a marching band, setting the tone for a

week rooted in rhythm, community and culture. The Home Turf pop-up will feature an NPR Tiny Desk Experience, exclusive sneaker releases and music performances curated in partnership with Empire Records, customization workshops, and cultural exhibitions that pay tribute to the Bay Area's influence on music, sport, and style. 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. In partnership with NPR, Home Turf will host live Tiny Desk performances from Goapele, P-Lo, Souls of Mischief and Ruby Ibarra, marking the first time the iconic concert series recreates its beloved set outside of NPR's headquarters. Rounding out the experience, an immersive EMPIRE exhibition celebrating 15 years of Bay Area hip-hop, offering visitors a powerful look at the region's musical legacy and its lasting influence on global culture.

- **Design and Sustainability Spotlight:** At Home Turf, a curated series of conversations, displays and hands-on workshops bring the meaning and longevity of Levi's® clothing to life. On Saturday, February 7, the company will host a [Wear Longer Project](#) panel and workshop featuring Kristin Juszczyk, designer and co-founder of Off Season; Jason Mayden, chief design and visioneering officer at Jordan Brand; and Paul Dillinger, head of global design innovation at Levi Strauss & Co. The [conversation](#) will explore the intersection of design, sustainability and sports culture while engaging the local community in rethinking how garments can be repaired, refreshed and reimagined to last longer. Throughout the week, repair and customization workshops invite attendees to transform their pieces into personal expressions of style.
- **Levi's® Bay Area Stores as Cultural Hubs:** Throughout the week, select Bay Area Levi's® stores will host appearances by prominent local partners like E-40, 49er players and other influential athletes and musicians, creating special moments for fans and reinforcing the brand's 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. For Levi's® Red Tab® members, limited-edition Levi's® Home Turf Trading Cards will be available, 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 U.S. nationwide [sweepstakes](#) will offer the chance to win a Home Turf prize pack featuring collaborative products and commemorative items from the week's activations.
- **Levi's® Heritage and History Celebrated:** Located steps from Home Turf at the Levi Strauss & Co. headquarters, the company will unveil a curated display of rare artifacts from its historical museum, The Vault, spotlighting the brand's deep-rooted connection to sports. The new exhibit, "Game On! Levi's® and the World of Sports," will open Friday, February 6, and will further celebrate Levi's® legacy at the intersection of sports, culture and fashion. On display will be iconic pieces including the Team USA Levi's® velour set worn by a gold medalist in 1984 and the Team Mexico Levi's® suit worn during the 1978 World Cup in Argentina, offering a powerful look at the brand's role in shaping global sports culture.

Home Turf represents the Levi's® 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 consumer-facing activations and experiences, visit levi.com/US/en_US/features/hometurf. Follow @Levis @Levistraussco on social for live updates and exclusive content throughout Big Game week.

About Levi Strauss & Co.

Levi Strauss & Co. (LS&Co.) is one of the world's largest brand-name apparel companies and a global leader in jeanswear. 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 approximately 120 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,200 retail stores and shop-in-hops. Levi Strauss & Co.'s reported 2024 net revenues were \$6.4 billion. For more information, go to <http://levistrauss.com>, and for financial news and announcements go to <http://investors.levistrauss.com>.

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.