



Levi's® and Jordan Brand, Two Icons Cut from the Same Cloth, Unveil Fresh Air Jordan 3s in New Collaborative Collection

San Francisco, CA, January 20, 2026 – Greatness attracts greatness. The Levi's® brand and Jordan Brand continue their creative partnership with a bold new collection that celebrates the shared DNA of two brands embraced by every subculture – artists, athletes, activists, musicians, skaters, and dreamers. Most think of greatness as something only few reach, something that manifests on the biggest stage. But really, greatness is all around us. It's woven in the fabric of who we are.

The latest Levi's x Jordan collection explores how craftsmanship and sport culture come together, reworking classic styles with a sport-inspired edge. Bound by passion and a commitment to pushing boundaries, the collaboration offers a full range that bridges Levi's® heritage denim craftsmanship with Jordan Brand's basketball legacy and streetwear influence.

At the heart of the collection stands the Levi's® x Jordan Air Jordan 3, reimaged through four unique colorways that celebrate different communities and moments. The Rigid colorway features premium indigo denim panels throughout the upper, complemented by black-on-black elephant print – the iconic pattern that helped define the Air Jordan 3 legacy. The Black colorway offers a sophisticated approach with pebbled black leather, black denim panels, and backside black denim revealing lighter grey tones, finished with a sail midsole and an embroidered black denim heel piece featuring Nike Air embroidery – a first-of-its-kind construction detail. Launching exclusively for Lunar New Year in Greater China, Japan, and Korea, the Year of the Horse colorway pays homage to the upcoming lunar calendar with unbleached rigid ecru denim, premium pony hair panels, a jacquard heel tab, and red chain stitch embroidery reading "Year of the Horse" on the interior tongue. The LA Exclusive, available during NBA All-Star Weekend, takes a refined approach with pebbled leather and strategic blue denim accents, with red chain stitch reading "City of Angels" marking the interior tongue. All colorways feature the Levi's® Red Tab at the wearer's right shoe, classic Jumpman branding, and the red insole artwork featuring Levi's® signature dollar bill graphic reading "This is a pair of Levi's®."

For apparel, the 9-piece collection fuses athletic codes with denim heritage across statement pieces and everyday essentials. The Levi's® x Jordan Football Jersey brings cropped boxy energy in shiny polyester with contrasting matte and gloss red panels and a co-branded jock tag – a prestige detail, bringing together Jordan Brand's iconic and coveted Wings logo with Levi's® timeless two-horse logo. The Pinnacle Varsity Jacket serves as the maximalist centerpiece with leather sleeves, melton wool body, quilted satin lining, and extensive vintage-inspired graphics pulled from both brands' archives, including a cowboy-riding-bull patch nodding to Michael Jordan's Bulls legacy. The Type III Trucker reimagine a denim icon in black washed denim with aged tint, oversized Wings logo on the back yoke, and boxy cropped fit, while the Overshirt Jacket features 12-ounce rinsed indigo denim with stylized construction details and Levi's® signature pigskin and golden wheat thread story. The Fleece Zip Hoodie delivers heavyweight comfort with vintage black wash, a two-way zipper, and co-branded artwork. Lastly, the Short Sleeve Shirt reimagine the iconic '90s Levi's® "Button Your Fly" graphic, first brought to life through Spike Lee's influential campaign that helped cement the slogan as a cultural touchstone. Its revival here underscores Levi's® rich creative heritage and serves as a defining statement piece within the collection.



For bottoms, the Black Baggy Jean builds on Levi's® 578™ block with an extended inseam that amplifies the stack when worn with the Air Jordan 3. It features black washed denim with aged tint, co-branded details, and an embossed Wings logo. The Baggy Shorts offer a generous fit with deep pleats in 12-ounce rinsed indigo denim, sitting well below the knee with slash pockets, welt back pockets, and co-branded finishing throughout. The Denim Cap completes the collection in rinsed indigo with Air Jordan direct embroidery, Levi's® Red Tab at the brim, and Nike Air-branded antique brass hardware with brown leather cinch.

"Reimagining the Jordan 3, one of the most iconic silhouettes in sneaker history, through a Levi's® lens allowed us to create something that celebrates both brands' deep connection to so many subcultures," says Leo Gamboa, VP of Collaborations at Levi's®. "From the denim construction to the varsity jacket that nods to MJ's Bulls legacy, every piece in this collection represents the shared greatness that's woven into both Levi's® and Jordan Brand – greatness that's been embraced for generations."

The campaign, styled by Cam Hicks, brings the concept to life at a park where different communities – bound by passion and dressed head-to-toe in the collection – showcase their crafts side by side. Legendary filmmaker Spike Lee appears alongside bucket drummer Jay Wright, the son of Larry Wright who was featured in an original Spike Lee-directed Levi's® "Button Your Fly" ad, representing generational greatness passed down through both families. Skater Josh Velez, a dedicated lifer who has authentically skated in Jordans for the past decade, and artist Rio Amor round out the cast, with a Tai Chi group wearing the Year of the Horse colorway. From bucket drummers to skaters, each scene demonstrates that greatness isn't about the biggest stage, but about dedication to your craft and staying true to yourself. Denim serves as the visual connector, representing the shared greatness woven through every subculture.

The Levi's® x Jordan collection launches globally on Levi.com, the Levi's® App, and select Levi's® stores on February 20th. The Year of the Horse Air Jordan 3 releases exclusively on January 23rd in Greater China. The Rigid colorway along with the full apparel range releases exclusively in San Francisco for the Super Bowl LX on February 5th, while the LA Exclusive colorway releases on February 13th during NBA All-Star Weekend in Los Angeles.

CAMPAIGN ASSETS: [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. (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-shops. 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 Jordan Brand

Jordan Brand, a division of NIKE, Inc., is a premium brand of athletic footwear, apparel and accessories inspired by the dynamic legacy, vision and direct involvement of Michael Jordan. The brand made its debut in 1997 and has grown into a complete collection of men's, women's and kid's product.