

**FINAL RELEASE**



**THE LEVI'S® BRAND LAUNCHES “LIVE IN LEVI'S®”—A NEW, GLOBAL CAMPAIGN  
INSPIRED BY MILLIONS OF STORIES FROM PASSIONATE FANS**

***Creative Celebrates Iconic Products and Authentic Levi's®-Wearing Moments***

**SAN FRANCISCO, CA** (June 30, 2014) – The Levi's® brand announced today the launch of its new global brand campaign, “Live in Levi's®,” the first work developed out of a unique, customized creative collaboration between FCB – Foote, Cone & Belding, The House Worldwide and the Levi's® brand. Inspired by the millions of stories consumers tell about the things they do in their Levi's®, the campaign spans digital and social platforms, TV, cinema and print globally as it aims to deeply engage and activate consumers through real-life and virtual events, as well as mobile and in-store experiences.

At the heart of the new campaign is the celebration of real-life “Live in Levi's®” moments – from first dates and first-borns to rodeos and road trips and every day in between. Featuring the new Fall 2014 collection, the campaign highlights the Levi's® 511™ Slim jean for men and the Levi's® Revel™ jeans for women, in addition to reimagined iconic products such as the 501® jean, western shirt and Trucker jacket. The new line honors the spirit, attention to detail and craftsmanship of the much-loved original.

“‘Live in Levi's®’ is more than a campaign, it's an optimistic new direction that reinvigorates the Levi's® brand's soul. The energy, storytelling and iconic jeanswear at the center of the effort will reinforce what longtime Levi's® loyalists love about the brand and serve to attract new fans around the world. We're celebrating the eternally optimistic spirit and iconic product that make the Levi's® brand great and forever relevant,” said Jennifer Sey, chief marketing officer for the Levi's® brand. “We are committed to celebrating authentic self-expression as well as the category defining products that embody individualism and self-expression. ‘Live in Levi's®’ asserts with confidence and pride that Levi's® clothes are indeed for everybody who's not just anybody.”

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More than 140 years after inventing the blue jean, one thing is clear: Levi's® clothes are loved by the people who wear them - from presidents to movie stars, farmers to fashion icons, entrepreneurs to the everyman. This campaign aims to capture the spirit of the iconic brand that has always been an embodiment of the events of its time.

"Authenticity is at the core of the brand. Levi's® invented the blue jean and 'Live in Levi's®' captures what it means to wear them," said Eric Springer, FCB West Chief Creative Officer. "The campaign shows the contagious joy that comes from living without hesitation. Your Levi's® are an accomplice in the story that unfolds as you live."

At the forefront of the "Live in Levi's®" campaign is an innovative digital approach, serving to engage and activate the expansive global community of Levi's® fans around their shared experiences. A social film showcasing the stories of people and products that no other brand can tell will launch in early August. The television and cinema spot, directed by [Fredrik Bond](#), and featuring a track by the raspy-voiced blues rock musician [Jamie N. Commons](#), celebrates individuals who are living and having fun in their Levi's® products and will air beginning in late July on cinema screens worldwide.

The colorful print and outdoor campaign was shot by [Jason Nocito](#) and captures a sense of raw euphoria and unwavering confidence. Featured taglines such as "For everybody who's not just anybody" and "Look good on your way to what's next" are at the center of the campaign. In August, fashion, music, sports and culture print outlets will show the new Fall 2014 collection. In addition, outdoor creative will begin running in late July in key markets including: New York, San Francisco, London, Paris, Berlin, Shanghai, Hong Kong, Mexico City, Mumbai and Tokyo along with other key cities globally.

## **ABOUT FCB**

With more than 140 years of communications expertise, FCB's worldwide network spans 150 offices in 90 countries, with over 8,000 people, and is part of the Interpublic Group of Companies (NYSE:IPG). For more information, visit [www.fcb.com](#). Follow us on Twitter and Instagram (@FCBglobal) and Facebook (FCB Global).

## **ABOUT THE HOUSE WORLDWIDE**

The House Worldwide launched in March 2013, bringing to market a global communications network with a difference. Senior talent, drawn across all communications channels and disciplines, offer clients world-class strategic, creative solutions with toplevel, personal service.

Partnerships are being created with some of the world's most innovative communications companies including Digital Luxury Group, CumminsRoss, Red 212, ChinaMADRID, Kitchen 8, Change, Prime PR, PATH, ToscaHouse, Noah London, Rhino Worldwide and Equizone Global. The network has created through-the-line campaigns for iconic upmarket haircare brand ghd, luxury sports car marque Maserati and champagne house Laurent-Perrier. Within the first quarter of 2014, it landed a string of new business including Levi's global marketing communications; the world's number one PC company, Lenovo; and UK retailer Argos. For more information, please visit <http://www.thehouseworldwide.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 the most recognizable and imitated 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 jeanswear 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](http://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 jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™ and Denizen® 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 2,800 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2013 net revenues were \$4.7 billion. For more information, go to <http://levistrauss.com>.

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