

SHAPE
WHAT'S TO COME™



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**THE LEVI'S® BRAND DEBUTS "SHAPE WHAT'S TO COME" DOCUMENTARY FEATURING
EXTRAORDINARY GEN Y WOMEN CHANGING THE WORLD**

Film by Chiara Clemente to debut at first-ever TEDWomen conference and on ShapeWhatsToCome.com

SAN FRANCISCO (December 6, 2010) – Levi's® – the brand that introduced the first jeans for women 75 years ago – asked 50 inspiring young women from across the globe to inscribe hand-crafted journals with how they're shaping the future and who inspired them along the way. These "Traveling Journals" will be revealed as part of a global Levi's® brand sponsorship at the first-ever TEDWomen conference in Washington, D.C. Dec. 7-8.

The TEDWomen conference will also include the debut of a documentary film from young director Chiara Clemente focusing on eight journal contributors' inspirational and powerful stories. Content from these motivational journals can also be found on ShapeWhatsToCome.com, a global community encouraging Millennial women to discover and pursue their passions and potential through collaboration and mentorship.

The *Shape What's To Come* documentary highlights young women from the U.S., U.K. and Japan who are transcending societal expectations, taking non-linear paths to success and making a difference in the world around them.

Participants range from Katie Spatz (age 23, Mentor, Ohio and recently named one of *Glamour* magazine's women of the year), who was the youngest person to row solo across the Atlantic Ocean, raising awareness and \$100,000 to promote access to clean drinking water in developing countries, to Priya Lakhani (age 27, London, U.K.), founder of the Masala Masala Project, which provides one meal for the homeless in India for every jar of Masala Masala Indian sauce sold in the U.K.

A director who explores identity, cultural contrast, and the creative process, Clemente says, "I wanted to do this film so I could bring each woman's incredible story to life. Their inspirational experiences and triumphs are a true testament to the creativity and possibilities of this generation."

Other Traveling Journal contributors include:

- Sarah Elizabeth Ippel (age 26, Chicago, Ill.), founder of the revolutionary Academy for Global Citizenship, an elementary school in Chicago that uses unique features such as an on-site farm and daily yoga to foster environmental stewardship and global awareness in its young students (80 percent of whom come from families living below the poverty level)
- Ashley Rhodes-Courter (age 25, Crystal River, Fla.), who overcame an abusive childhood in foster care and is now a voice and advocate for the thousands of children in America's foster care system today
- Emily Cummins (age 23, U.K.), already an award-winning inventor with a passion for sustainable designs that improve the quality of life in developing countries.

All 50 traveling journals are available on ShapeWhatsToCome.com, a new global online community and discussion platform where young women share ideas and opinions and connect with peers on hot topics such as art, media, fashion, music and social change as well as discover and pursue their passions to help shape their futures. The origin of the community is based on [global research](#) from the Levi's® brand revealing a surprising generational shift in life priorities and a need for a new, nontraditional form of mentorship among Gen Y women (ages 21 -29).

“There’s a new spirit of action coming from twenty-something women “They’re changing the world with nothing but raw talent, game-changing ideas and the will to make a difference,” said Mary Alderete, Vice President of Levi's® Global Women's Marketing. “They are not daunted by world issues like the economy or the environment; rather they are forging their own path with a true pioneering spirit to create a better future.”

The Chiara Clemente film will debut at the first-ever TEDWomen conference in Washington, D.C. Dec 7-8, 2010. TEDWomen is an extension of the TED conference series, which brings together some of the world's leading thinkers and doers to exchange ideas in a global setting. TEDWomen invites attendees to explore how women and girls are reshaping our future.

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 www.levi.com. For more information about Levi Strauss & Co. visit www.levistrauss.com.

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