



## LEVI'S® FOOTWEAR & ACCESSORIES PRESS INFORMATION

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### Levi's® 1853 Footwear

Levi's® the original and definitive American Denim brand, born in California and famed for inventing blue jeans started life in 1853 as a dry goods trading business set-up by a young pioneer of that time, German emigrant Levi Strauss. Strauss' business supplied local miners, railway workers and builders with high quality tools, equipment and work wear.

Inspired by these roots, the Levi's® brand presents its newest offer – Levi's® 1853 Footwear.

The concept behind this premium offer is to capture the spirit of the Levi's® brand and to match it with the finest craftsmanship available to offer consumers boots & shoes that are timeless, durable and crafted with pride using only the finest quality materials.

To launch the collection, Levi's® 1853 footwear features classic work-wear boots, inspired by Italian-American miners that perfectly capture the pioneering spirit of the Levi's® brand.



The 'California' has its birth firmly rooted in the work that 'built America', it was originally crafted for miners and railway workers and features toe protection, laces and double 'American' elastic which permits the boots to be easily slipped off (a handy feature in the 1800s when there was a risk of workers getting their boots stuck between tracks and getting hit by mine trolleys).

The premium materials used in Levi's® 1853 Footwear are treated with care and respect. They are hand crafted into pairs of boots that are practical and understated: The uppers are created from 2.8mm Premium Italian leather, sourced directly from the tannery (to guarantee the highest quality). They are stitched onto high-density, oil-resistant rubber soles with a special sewing machine that fuses upper and sole into a single boot with a double row of stitching. The heel is secured to the sole via an internal row, plus seven external nails. Each boot is finished by hand, brushed gently with polish and buffed – a practice that will keep the boots in optimal conditions thanks to the care kit included in the package. A video showcasing this craftsmanship is included in each shoe box along with a shoe care kit (cream & polishing cloth) and 2-year guarantee card.

Levi's® 1853 boots in Dark Brown will be available at Original Levi's® Store in Raffles City and Ion Orchard starting early November 2010. Recommended retail prices start at SGD599.

**About the Levi's® 1853 Footwear**

Levi's® 1853 Footwear is the premium footwear offering from the Levi's® brand. It captures the spirit of the Levi's® brand heritage by combining the finest quality materials with traditional cobbling techniques to produce each pair of boots/shoes with true craftsmanship. Levi's® 1853 Footwear is assuredly timeless, comfortable and built to last. Each pair comes with a 2-year guarantee.

**About the Levi's® Brand**

The Levi's® brand epitomizes classic American style and effortless cool. Levi's® jeans were invented by Levi Strauss & Co. in 1873 and have since become one of the most recognized and imitated clothing items in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeans-wear 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).

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