



**LEVI'S® BRAND INTRODUCES REVOLUTIONARY FIT SYSTEM THAT FOCUSES ON SHAPE, NOT SIZE**  
**Levi's® Curve ID is company's first global women's denim line**

Singapore, August 3, 2010 – Today, Levi's® – the original, definitive jean brand – announced a new line of custom fit jeans made to fit the curve of a woman's body. The new line, **Levi's® Curve ID**, utilizes a revolutionary fit system based on shape, not size and was created as a result of studying and listening to more than 60,000 women around the world.

Through this research, Levi's® designers created a new approach to measuring a woman's body and identified three distinct body types that account for most women's shapes universally. The three Levi's® Curve ID fits are based on these universal body types.

“Since women's jeans were patented 75 years ago, no one has changed the formula for finding the perfect fit,” said Bibi Choa, vice president for merchandising & design, Levi's® brand, Asia Pacific Division, based in Hong Kong. “Our revolutionary approach looks beyond waist size to address the true curves of a woman's entire body. We've created three custom fits that address a range of body shapes, allowing women to find their perfect fit and ultimately helping them feel confident and sexy in their jeans.”

Unlike other denim brands, Levi's® Curve ID utilizes a unique, customized fit system focusing on a woman's shape and proportions, not her size. The designers studied the bodies of more than 60,000 women to develop three custom fits based on the difference between the measurement of a woman's hip and seat – the greater the difference, the curvier the body – and include:

**'Slight Curve'** celebrates straight figures by defining the waist and accentuating curves. Slim fitting through the thighs, it shapes the derriere to achieve a perfect curve.

**'Demi Curve'** frames perfect proportions by flattering the waist and smoothing the overall silhouette.

**'Bold Curve'** honours real curves and celebrates true feminine contours. Hugging the waist without gaping or pulling, these jeans provide room in the seat and thighs to achieve the most flattering fit.

Levi's® Curve ID fits will begin rolling out in Singapore from mid August 2010.

Each store will have trained fit experts to measure women, identify her Levi's® Curve ID and help her find the best fitting jeans for her body type and style preference. A global digital fitting room will launch September 1, 2010 on <http://www.levi.com> where women will be able to find their Levi's® Curve ID, explore product demos and learn more about our fit science.

**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 recognizable 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 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 <http://www.levi.com>.