



Media release

## **Levi's® launches all new women's denim collection with innovative fabric for a fit that flatters every women**

**DKSH, the leading Market Expansion Services provider with a focus on Asia and Levi's®, the globally renowned iconic symbol of jeans, launch the all new women's denim collection that comes stylish in various shapes and sizes for every women. With the launch, the brand's presence as the market leader is further strengthened.**

Bangkok, August 21, 2015 – DKSH Thailand, the exclusive franchisee and distributor of Levi's® in Thailand announces the all new women's denim collection with a unique innovative fabric that flatters every woman's shapes and revolutionizes womenswear.

For 80 years, the Levi's® brand has had a passion for making the perfect pair of jeans for women. Levi's® harnessed all of this knowledge, paired with the innovation and relevancy of today and research with fans across the globe to create a transformative women's jean collection rooted in the key fits, styles and details that women want. Eight decades taught Levi's® about how to enhance women's shape, the styles they want to wear and the details that transform a good jeans into the perfect jeans.

Incorporating the latest fabric innovations and technology to create the most stylish and flattering jeans for every woman, no matter what shape or size, the design enhances and fits different body shapes and boost confidence of the wearers. The update involves the classic three-digit numbering system to determine fit, larger back pockets, new branding with the iconic "two horse pull" label on the waistband to showcase timeless style and unique authenticity like for Levi's® men's jeans.

"Eighty years ago, Levi Strauss & Co took a risk that forever changed the trend of women's fashion. In 1934, the company introduced "Lady Levi's® jeans", the Levi's® 701, which is the world's first jeans made exclusively for women. We understand what women want when it comes to jeans." said Peter Hornby, General Manager, Fashion Apparel at DKSH Thailand.

This year, Levi's® collaborates with the global artist, multi-Grammy awards winning singer, songwriter, producer and activist, Alicia Keys who will lend her one-of-a kind voice and iconic style to the Levi's® brand for the debut of an all-new women's denim collection as the brand ambassador.

"Levi's® is for every woman ... there is something for everyone. Much like music, Levi's® brings people together from all walks of life and cultures." says Alicia Keys. For the current campaign, she found her way to the new 501s and the high-wasted skinny jeans.

Alicia Keys is not the first to join a legion of celebrity Levi's® brand ambassadors. Hollywood's iconic blonde, Marilyn Monroe, was known as Levi's® brand ambassador and caused quite a stir in the fashion world, so much so that the Levi's® 701 was also called "Marilyn Monroe".

As the world's iconic jeans brand with obsession over details, the Levi's® brand came up with the perfect fits and styles to create the perfect jeans, and excellent choices of fabric that go hand-in-hand with each fit. Utilizing the latest fabric innovations and slimming technologies, the most advanced stretch and recovery, signature authentic Levi's® details and world-class finishing, Levi's® has created the perfect fitting jeans for each body type. As a result, the new Levi's® 711, 712, 715 and 721 have a 20 to 40 percent stretch, while the 701 has the most flexibility at 50 to 90 percent stretch. No matter what your lifestyle entails, Levi's® jeans will always stay in shape, fit perfectly and comfortably throughout the day.

Cosmetic finishing is a key component for the new women's collection and is applied to the majority of jeans in the line. Special attention was put into each and every pair of jeans to flatter the body and shape like V-shaped pattern and color fading technique applied.

**Think Asia. Think DKSH.**

Another highlight is the Asian Fit, designed especially for Asian women, available in 711 skinny fit, 712 slim fit, 715 boot cut fit, 721 high rise skinny fit and the Revel™ mid-rise skinny fit. Features of the Asian fit include straight waistband to maximize comfort, smaller thigh to ensure a smooth fit, wider knees to elongate the legs, contour seat for a little lift, slightly smaller back pockets and shorter inseams – all to become jeans with styles and perfect fit for all Asian women.

The all new women's denim collection includes the following:

#### **Series 500- ICONS**

With its original straight fit and signature button fly, it has earned its status as the most coveted jeans in the world, lived in and loved by generations. Levi's® recently debuted its sister jeans, the 501® CT, inspired by those who've taken their favorite 501®s jeans and tapered them to their liking.

#### **Series 600- PIN**

With a sexy straight fit at the hip and coveted vintage details such as Levi's® signature rivets, Pin jeans — including the 601 Pin Skinny and 602 Pin Slim — are all about style and attitude.

#### **Series 700**

Named after the first-ever pair of Levi's® women's jeans, the signature Lot 700 fits are the ultimate look-amazing style, designed to flatter, hold and lift all day, every day. The fits under this umbrella include the 710 Super Skinny: the super sexy fit; 711 Skinny: the perfect go-to fit; 712 Slim: the timeless chic fit; 715 Boot cut: the ultimate leg-lengthening fit; and 721 High Rise Skinny: the modern pin-up fit.

#### **LEVI'S® REVEL™**

Designed to show off your best assets, Levi's® Revel™ features an exclusive liquid shaping technology to shape, lift and lengthen the body and give a custom-like fit. The innovative four-way stretch denim enhances a woman's shape and moves with her body. Levi's® all-new women's denim collection is the brand's latest move to revolutionize women's fashion, the same way Levi's® men's jeans have maintained its unique presence until today. Experience the ultimate perfect fit with the women's denim collection at Levi's® stores and shops at all leading department stores nationwide.

**For more Levi's® all new women's denim collection information please visit:**

<http://www.levisthailand.com/ladiesinlevis>

Instagram @levis\_thailand

#LadiesInLevis and #LiveInLevisTH

[www.facebook.com/levis](http://www.facebook.com/levis)

#### **About Levi's®**

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® range of 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 [www.levi.com](http://www.levi.com)

#### **About DKSH**

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since March 2012, DKSH is a global company headquartered in Zurich. With 750 business locations in 35 countries – 720 of them in Asia – and 27,600 specialized staff, DKSH generated net sales of CHF 9.8 billion in 2014. In 2015, DKSH celebrates its 150th anniversary. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia, and is deeply rooted in communities and businesses across Asia Pacific.

### **About DKSH Thailand**

Since its establishment in Thailand in 1906, DKSH has been a leading player in providing Market Expansion Services for the consumer goods, healthcare, performance materials, and technology industries. Although it is a Swiss company, DKSH is deeply rooted in the local community. This is because the company is able to draw from a tradition, lasting over a century, of doing business in and with the nation. Through its industry expertise and unparalleled experience in offering Market Expansion Services tailored to the specific needs of its business partners, Thailand has evolved into the most important hub within DKSH's dynamic network. In the region, the Thailand operation serves as a role model in leveraging success stories to other countries.

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