

LEVI'S® CHANGES THE WORLD OF INDIAN YOUTH!

Priyanka Chopra to feature in new Levi's® music video!

Levi's® launches Fellowships, Music Cards and a whole lot more!

Levi's® completes 15 years in India. And we're blue in the face with joy.

It's been a journey of discovery, of grand plans and humble learnings. Of ups, downs, trials and triumphs. We've gone a long way, from a pair of divinely crafted fabric that hugs the Indian youth with more passionate ardor than their lovers do, into something symbolic of essential style. It's evolved from a garment to the preferred college uniform, the rockstar's other label, a diva's oomph factor, the suit's cooler avatar and the geek's entry pass to cooldom. Levi's® is, to most Indians, much more than a pair of trousers called out by a different name.

The Levi's® heritage, its rich history, its legendary status has struck a chord in every country and continent, which has youngsters who aspire for freedom of expression and wish to belong to a truer, real, unfussy and unchained global community. This history is palpable even today. And who appreciates and understands history better than Indians.

After our eventful stay in India, we're sharing our joy, this feeling of achievement with the young people who dress in our jeans, and wear our philosophy with our latest and biggest ever campaign "Change Your World" which reaches out to our consumers on several levels be they music, art, or symbols of Americana.

Levi's® has always stood for being original, for being the definitive statement for the free willed, able, strong, resilient, courageous, glorious and spirited. We plan to identify 15 youngsters who will embody our personality, and will bring about change in their own way, in their own worlds. We will then support them with grants of Rs.1 lakh each to help turn their Change Your World dream into reality.

As a part of this initiative, is a parallel effort to bolster the young rock scene in India. We plan to identify one promising band who will get a shot at fame and glory, by getting them a Levi's® produced music video featuring Priyanka Chopra, and a chance to perform at a 3 city tour. Priyanka's support signals a new age of collaboration - with two icons coming together to give new music in India a fillip. Commenting on the occasion, Levi's® Brand Ambassador Priyanka Chopra said, "It's great to be associated with an iconic brand like Levi's® and be a part of the 'Change Your World' campaign. My life is a reflection of how we can change our life, and the amazing ideas & dreams we have when we turn 15! As much as it is about providing a platform to express yourself, Levi's® CYW is also about inspiring & empowering people to follow their dreams!"



We're also promoting new age musicians on our website, www.levi.in, where surfers can tune into a new brand of sound. The chart-topping band will be selected by the people of India - through an innovative new technology based on the platform of Music Cards - a part of the free celebration gifts consumers will get at Levi's® stores this season.

Customized Chevy Beats, iPhones, MacBooks & iPod Shuffles up for grabs

On another front, we've associated with Chevrolet and Apple to give youngsters who wear our jeans the coolest accessories from America, Levi's® home country. These 'gifts' are not just incentives for those going shopping for bargains. They're quintessentially cool statements that mirror Levi's® high design quotient, its effortless stylishness, its awe-inspiring simplicity and cult stature. Furthermore, they're supported by additional gifts that will be available to consumers in Levi's® stores.

At the launch event, Shyam Sukhramani, Marketing Director, The Levi's® Brand - India, said, "The journey over the last 15 years has been absolutely great. Levi's® has had memorable moments that are etched in our minds. The 'Change Your World' campaign is truly a marvelous way to mark this milestone in the company's history. We owe our success to the army of Levi's® wearers who choose and wear the brand with a great sense of passion. The Change Your World movement seems like the most appropriate way to give back to them."

Here's to the next 15 years.

We hope the world will have changed for the better by then.

And that we'll have contributed in our own tiny little way.



CAMPAIGN DETAILS

The grand prize of the customized Chevy Beats are part of a special collaboration between Levi's® and Chevrolet. A first of its kind collaboration in India, between two iconic American brands, the Levi's® + Chevy Beat custom-cut vehicles promise to define cool when it comes to changing your ride.

The Levi's® Change Your World campaign was conceptualized by JWT, and shot and directed by renowned photographer Bharat Sikka. The music leg of the campaign is being managed by OML Records one of India's largest independent music labels. The digital leg of the campaign has been conceptualized and managed by Interakt Digital Solutions.

How it works is that as part of the campaign, customers of Levi's® this season will get a bonus card for every Rs.1000 spent at Levi's®. E.g. if a customer spends Rs.500, he/she gets 1 scratch card. If a customer spends Rs.1200, he/she gets 2 scratch cards. If he spends Rs.2300, he/she gets 3 scratch cards & so on...!

The customer would have to SMS the code on the scratch card to 54646 to get a chance to win from the amazing customized gifts on offer.

Over the next 10 weeks, the following gifts are up for grabs...

7 Levi's® customized Chevy Beats

50 Levi's® customized Apple MacBooks

150 Levi's® customized Apple iPhones 3Gs

1500 Levi's® customized Apple iPod Shuffles

And if you thought the celebrations stop at that, you're wrong!

There are slab-based gifts going too at Levi's® stores across the country! These gifts include Levi's® Music Cards, Levi's® Wristbands, Levi's® Mobile Pouches, Levi's® Drawstring Bags, and cool Levi's® Clocks.



About Levi's®

Invented in 1873, Levi's® jeans are the original, authentic jeans. Available in 110 countries across the world, they are the most successful, widely recognized, and often imitated clothing products in the history of apparel. Levi's® jeans have captured the attention, imagination, and loyalty of generations of diverse individuals. As the inventor of the category, the Levi's® brand continues to define jeanswear with the widest range of products available, from quintessential classics, such as the iconic Levi's® 501® Jeans, to favorite fits and styles in the Red Tab™ line, to truly cutting-edge denim fashion epitomized by Levi's® Red™.

About Levi's® in India

Levi's® entered the Indian market in 1994-95, with the opening of their first store in Bangalore in Jun 1995. Over the last 15 years, Levi's® has become the largest and most iconic jeanswear brand in the country, available in approximately 270 exclusive stores, and 500 other points of sale, across more than 200 towns across India. Closely associated with the evolution of jeanswear fashion in India, Levi's® has been responsible for some of the most cutting-edge, definitive, jeanswear communication India has seen. Levi's® holds the unique distinction of having won the prestigious Images Fashion Award for the "Most Admired Jeanswear Brand of the Year" for six years in a row.

With a product range that spans everyday-wear to extremely evolved, fashion-forward products, Levi's® has been one of the primary catalysts in accelerating the coming of age of the Indian fashion scene. The Levi's® range in India includes the iconic Levi's® 501® Jeans, Levi's® Red Tab™, and Levi's® Diva, amongst others. The Levi's® brand has big plans for its future in India, and is committed to firmly placing India on the world map in terms of jeanswear consumption and creation.

About Levi Strauss (India) Pvt. Ltd.

Levi Strauss (India) Pvt. Ltd., (LSIL) is a Bangalore based, wholly owned subsidiary of Levi Strauss & Co. (LS&CO.). The company markets the Levi's®, Dockers® San Francisco & Levi Strauss Signature® brands in India. Levi Strauss (India) Pvt. Ltd. (LSIL) was established in 1994 and brought authentic original American jeanswear to India by launching the iconic Levi's® brand. It has since built a strong retail and distribution network spanning more than 250 cities and 1000 outlets backed by an equally strong sourcing base. The company, with a strength of about 200, is headquartered in Bangalore. Levi Strauss & Co. is known not only for its quality apparel but also as a company that conducts business in a responsible manner.

The core values on which Levi Strauss & Co. is anchored are Empathy, Courage, Integrity and Originality. These values reflect its legacy of responsible corporate citizenship, and these values continue to guide its commitment to philanthropy and community involvement. In India also, LSIL has actively been involved in supporting programs that help in the economic empowerment of the youth and women, education programs, and programs that promote the awareness and understanding of the fight against HIV/AIDS.



About General Motors India

General Motors India has completed over 13 years of operation in India. GM India started its journey in 1996 and now offers products under the Chevrolet brand, which was introduced in India in 2003. Chevrolet had already emerged as one of the fastest growing automotive nameplates in India. GM India produces the Chevrolet Captiva, Chevrolet Optra, Chevrolet Cruze, Chevrolet Aveo, Chevrolet Aveo U-VA, Chevrolet Spark, Chevrolet Beat and Chevrolet Tavera for sale in India and operates state-of-the-art manufacturing facilities in Halol, Gujarat and in Talegaon, Maharashtra.

About Bharat Sikka

Bharat Sikka (b 1973) grew up and then worked as a photographer in India before deciding to study at the Parson's School of Design where he earned a BFA in photography. Establishing a fine art approach to the field of photography, as an art form Bharat documents contemporary visions of India. His portfolio consists of environmental portraits of "Indian men", "Urban landscapes" in India and a personal project on his family. Since his first exhibition "Indian Men" at the Artists Space in NYC, his work has been displayed in numerous national and international exhibitions, including one at the National Museum of India (2008). Bharat has contributed for magazines and publications such as the New Yorker, I.D, Vogue, Vogue Homme International, Details and Time Magazine, where his work was featured as amongst the best photographs of 2005. Bharat now lives and works between Europe and India.

About Shyam Sukhramani Marketing Director, The Levi's® Brand, India

Shyam is the Marketing Director for the Levi's® brand for Levi Strauss & Co. in India. Based in the corporate office in Bangalore, Shyam is responsible for Marketing for the Levi's® business in India, Sri Lanka, Nepal and Bangladesh. Shyam has been with Levi Strauss & Co. since January 1995, when he first joined as Technical Services Manager for the Levi's® brand. He has been successively promoted within the organization, to manage a variety of portfolios in Marketing, with his latest stint to manage Levi's® since April 2007. He was on the project team that launched the LS&CO. affiliate in Pakistan in 2001 for which the team was awarded with the Daniel E. Koshland honour, the highest honour within LS&CO. He has also been responsible for developing and launching the very successful Levi's® Sykes™ in India. Prior to joining Levi Strauss & Co., he worked with Biocon India for a couple of years. Shyam graduated in Chemical engineering from Bangalore University, with a major in Biochemical engineering.

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