



LEVI'S® CURVE ID

Featuring Three New Denim Fits for Women with a Unique Focus on Shape, Not Size

What: Levi's® – the original, definitive jean – has created jeans made to fit the curve of a woman's body. This new fit system offers three custom fits based on shape, not size, ultimately helping women find their perfect fit to feel confident and sexy in their jeans.

How it works: Levi's® has created new custom fit jeans that are made to fit the curve of a woman's body based on her individual shape and proportions. The Levi's® Curve ID custom fits are based on the difference between the measurement of a woman's hip and seat – the greater the difference, the more curvy the body.

GLOBAL CONSUMER KEY PR MESSAGING

Master Message

- Levi's® listened to women from around the world and created jeans made to fit the curve of a woman's body. Levi's® Curve ID fit system offers three custom fits that are based on shape, not size.

Product Messages:

- Our fit system is based on insights about a woman's body--her individual shape and proportions.
- After studying and listening to women from around the world, we identified three distinct body types that account for 80 percent of women in our global markets.
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- Levi's® Curve ID System offers new custom fits for women:
 - **Slight Curve:** Celebrates straight figures
 - Defines your waist, accentuates your curves
 - If jeans fit you in the hips and thighs but are too tight in the waist, you should try the Slight Curve
 - Slim fitting through the thighs, shapes your seat
 - **Demi Curve:** Frames perfect proportions
 - Flatters your waist, smoothes your shape
 - If jeans usually fit you in the waist, but don't flatter your figure, you should try the Demi Curve
 - **Bold Curve:** Honors genuine curves
 - Hugs your waist, without gaping or pulling
 - If jeans fit you in the hips and thighs, but gap in the back, you should try the Bold Curve

Differentiator Messages

- Levi's® Curve ID is a game-changing, paradigm shift from the industry standard in the way women shop for jeans and find their perfect fit.