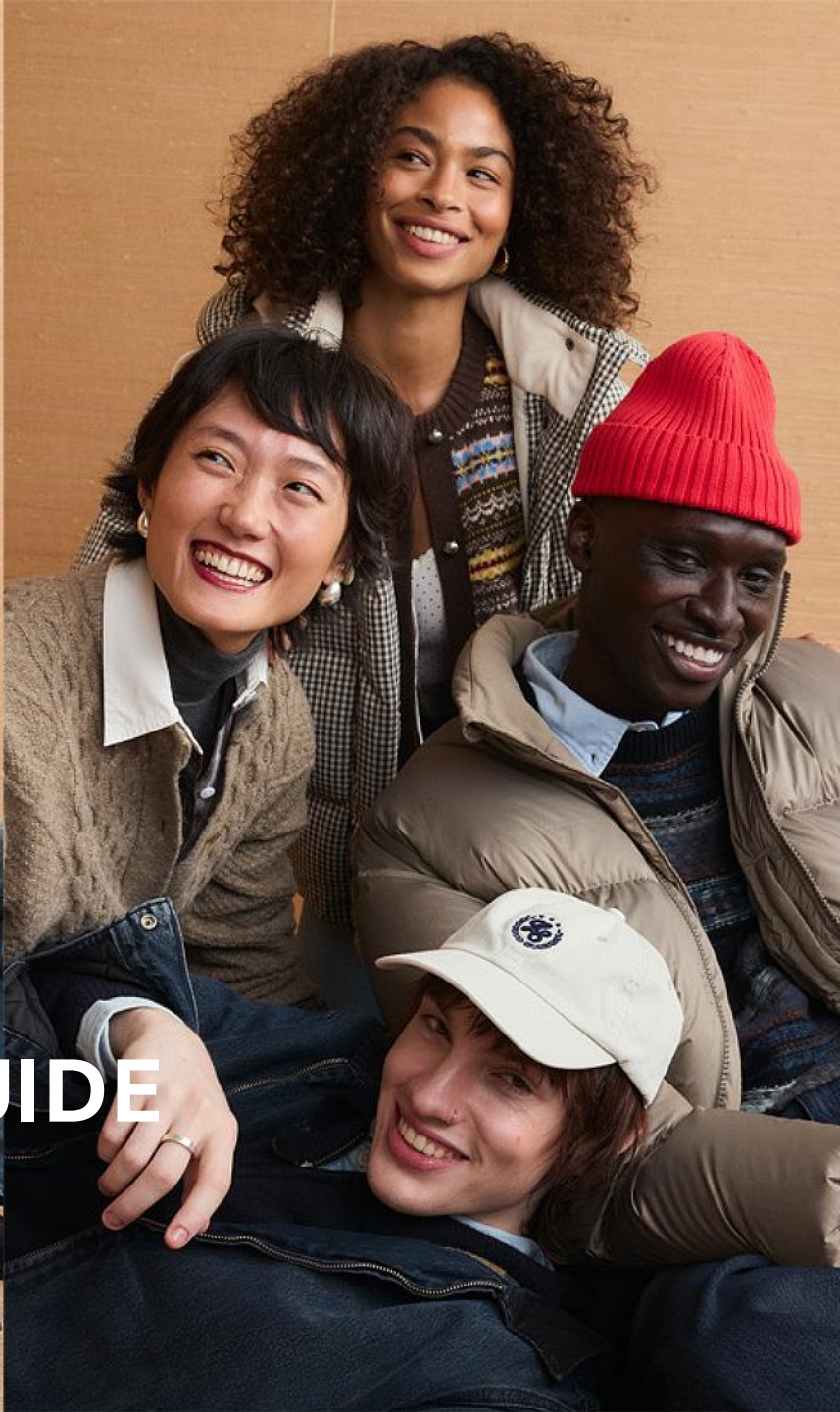




Levi's®

FALL WINTER 26
IN-STORE TRAINING GUIDE

Content

BRAND VISION	3
BRAND SIZZLE VIDEO	4
STRATEGIC PILLARS	5
WELCOME TO FW26	8
MARKETING CALENDAR	11
D1 A LEVI'S SUMMER	12
D2 KEEP IT LOOSE	17
BLUE TAB	22
WORKWEAR	26
D3 LET'S GET FUZZY	29
B2B TOOLS	35



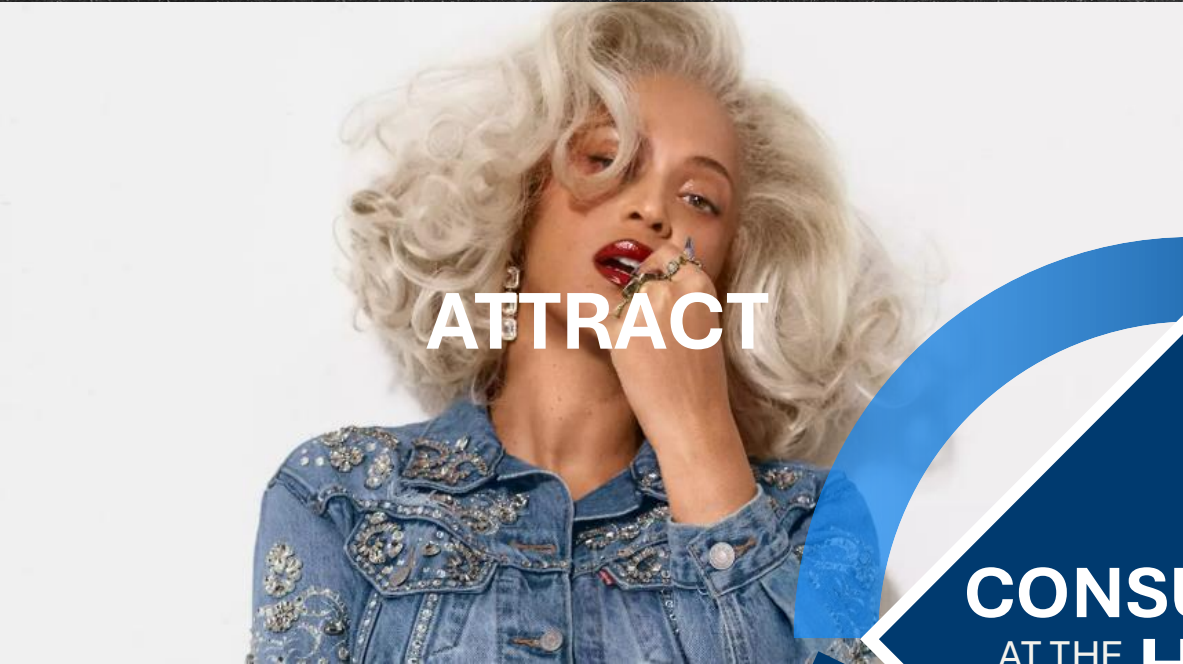


2026 : WE WILL CONTINUE THE MOMENTUM WITH A NEW BRAND PLATFORM & CAMPAIGN



LEVI'S WILL BE EUROPE'S ICONIC, PREMIUM DENIM LIFESTYLE BRAND

THE OFFICIAL UNIFORM OF CULTURAL PROGRESS



ATTRACT



ENGAGE

CONSUMERS
AT THE HEART



GROW



NURTURE

Levi's REDTAB™
MEMBER PROGRAM

If there's one thing we know

LEVI'S®

Trends come back, go... and come back again

But denim is forever



DID YOU KNOW...

LEVI'S® INVENTED THE BLUE JEAN

“ON ANY GIVEN DAY, IN MOST COUNTRIES, NEARLY HALF OF THE POPULATION IS WEARING BLUE JEANS.”

GLOBAL DENIM / DANIEL MILLER AND SOPHIE WOODWARD



A BRIEF HISTORY OF LEVI STRAUSS & CO.



1829

Levi Strauss is born in Buttenheim, Bavaria.



1853

Levi Strauss opens a wholesale dry goods business in San Francisco, California.



1854

Levi Strauss donates \$5 to a SF orphanage and begins the company's tradition of sharing its prosperity with the community.



1873

Levi Strauss & Co. and Jacob Davis are granted U.S. patent #139,121 for the process of riveting work pants to make them stronger on May 20—which we now celebrate every year as 501® Day.



1886

The trademarked Two-Horse Pull brand leather patch is first used to demonstrate our clothing's strength.



1890

Lot numbers are assigned to products and for the first time, "501" denoted our then-highest quality jeans.



1934

We introduce "Lady Levi's" Lot 701 Jean," the company's first jeans for women.



1936

The famous red tab is placed onto the right back pocket of 501® jeans to differentiate Levi's® from our competitors.



1965

Levi Strauss International and Levi Strauss Far East are established, beginning the company's expansion into Europe and Asia.



1982

In response to the AIDS crisis, employee donations at the Kaposi Sarcoma clinic at San Francisco General Hospital are matched by the Levi Strauss Foundation. A year later, support groups for HIV+ employees form at our headquarters.



1991

Levi Strauss & Co. develops our Terms of Engagement, the first known set of comprehensive ethical standards for manufacturing and finishing contractors worldwide.



2013

The Eureka Innovation Lab opens as a research and development facility dedicated to design ideation and prototyping.



2015

Our industry-leading Screened Chemistry program launches to examine the health and environmental impacts of chemicals and identify safer alternatives.

—
The new women's denim collection releases globally, featuring our 700 series inspired by Lot 701 jeans from 1934.



2016

We open source our Screened Chemistry, Water<Less® and Worker Well-being programs, publicly disclosing our innovative techniques to the greater industry.



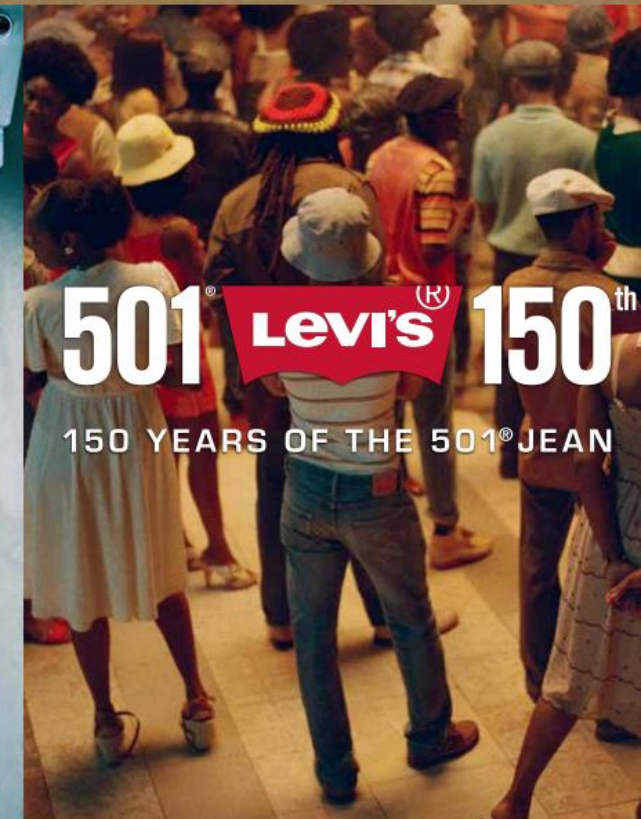
2017

The Levi's® Commuter™ Trucker Jacket With Jacquard™ debuts technology that lets you access your music, navigation, texts and calls with the swipe of your sleeve.



2018

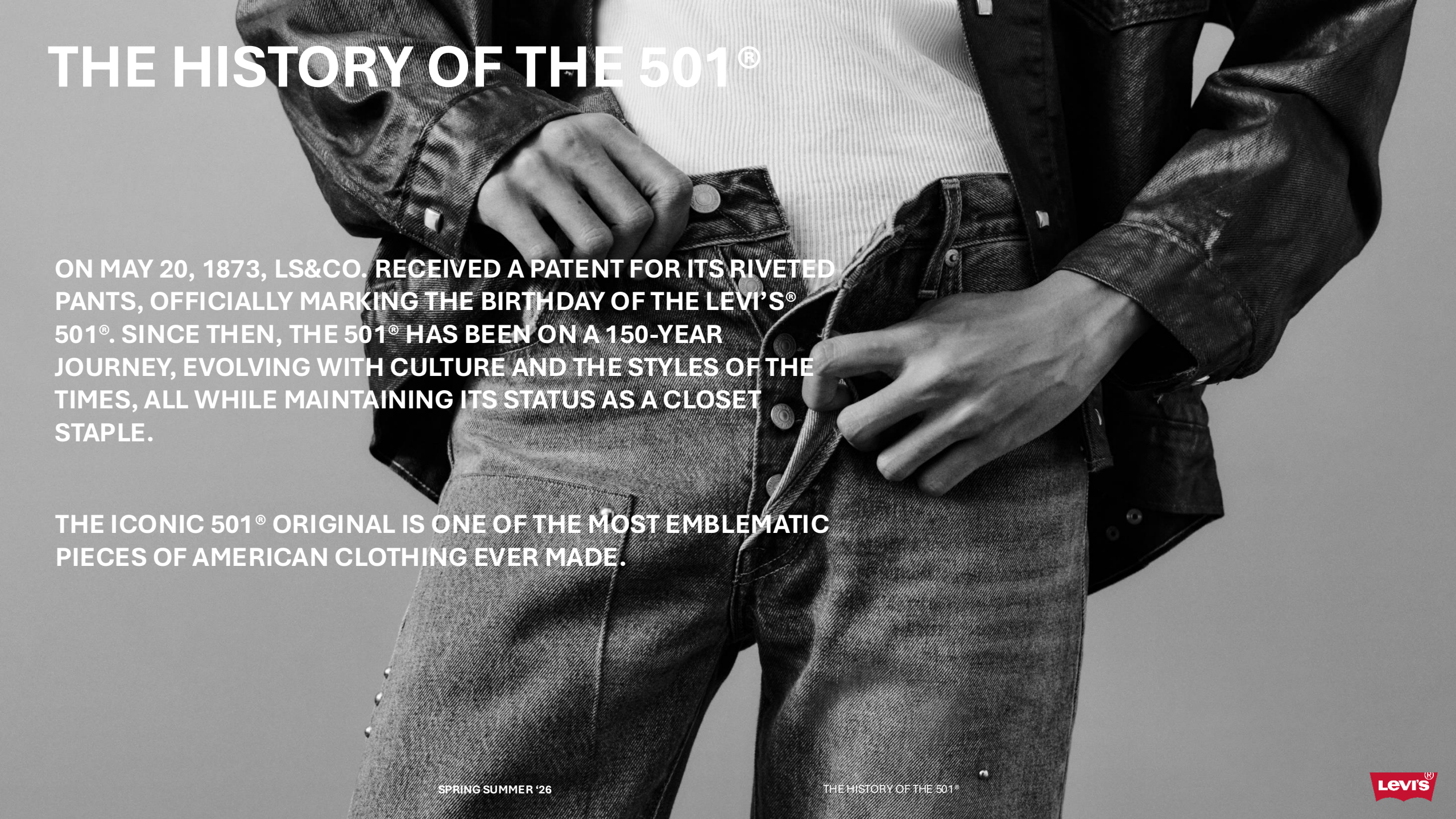
We introduce Project F.L.X., which digitizes denim finishing, enabling a more responsive supply chain at an unparalleled scale.



2023

Levi's® celebrates the 150th anniversary of the 501® Original.

THE HISTORY OF THE 501®



ON MAY 20, 1873, LS&CO. RECEIVED A PATENT FOR ITS RIVETED PANTS, OFFICIALLY MARKING THE BIRTHDAY OF THE LEVI'S® 501®. SINCE THEN, THE 501® HAS BEEN ON A 150-YEAR JOURNEY, EVOLVING WITH CULTURE AND THE STYLES OF THE TIMES, ALL WHILE MAINTAINING ITS STATUS AS A CLOSET STAPLE.

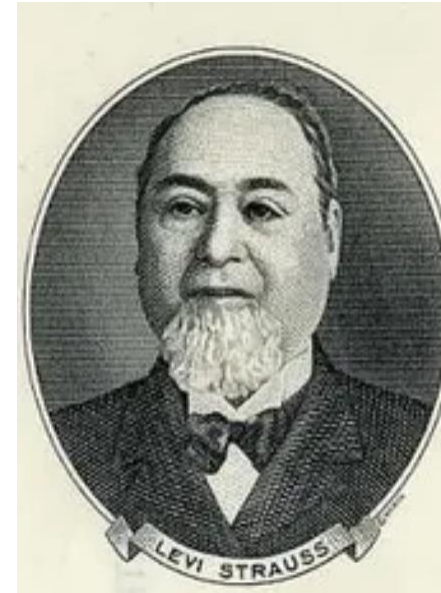
THE ICONIC 501® ORIGINAL IS ONE OF THE MOST EMBLEMATIC PIECES OF AMERICAN CLOTHING EVER MADE.

THE HISTORY OF THE RIVET

In 1872, Levi Strauss (below, left) received a letter from a tailor named Jacob Davis (below, right) which proposed a reinforcement of his celebrated jeans with copper rivets. Jacob had been searching for a solution to stop jeans ripping due to hard labour, and had designed small copper rivets to strengthen the jeans after seeing their success of horse saddles and boots.

He hammered them into the pocket area as well as other points of strain and sold them to his customers. Business and excitement grew very quickly for these 'reinforced pants' and Jacob was a tailor in demand. Competition soon took notice and Jacob was worried his idea would be copied. It was at this time he wrote to Levi with his idea.

Offering a half share in his invention if Levi funded the patent application, Jacob enclosed two examples of his new pants so that Levi could see this invention for himself. Levi knew this was a very good idea and he agreed to Jacob's terms and they applied for the patent. On 20th May 1873 patent number 139-121 was approved. We continue to celebrate and recognise the birth of the Copper Riveted Blue Jean and it continues to be one of the most popular and well-loved clothing items ever made.

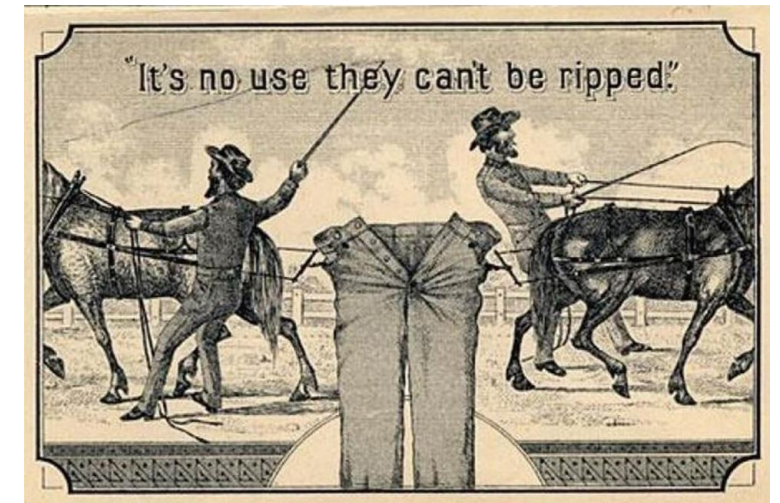


THE HISTORY OF THE BACKPATCH

The Two Horse logo has been part of the Levi's® brand since 1886. In 1890 the patent on the brand's copper riveted clothing was due to run out, so the company needed something to set them apart from the many competitors who were producing jeans and products similar to Levi's®.

By late 1885, Levi's nephew Zigmund came up with the 'Two Horse Logo' a graphic representation of how strong the jeans are, displaying two horses straining to tear apart a pair of jeans. The company then first used this logo on its product in 1886.

The design also serves another purpose. The company also knows that not all consumers speak English as their first language and that not all people are literate. The design helps these consumers identify the product on the shelf even if they couldn't read the name on the patch. Our early customers would walk into their local general store and ask for the pants with the two horses.



REGISTRATION OF THE TWO HORSES

The logo soon went global! The company registered the Two Horse trademark not only in the United States but also in Australia, South Africa and Japan by the early 20th century. Nearly 137 years later, the Two Horse design remains essentially the same an instantly recognizable design as it did for those cowboys, ranchers and miners who wore the very first jeans. It is a seal of quality that today's consumer continually looks for.



THE HISTORY OF THE RED TAB

The Levi's® Red Tab was introduced back in 1936, and was the brainchild of Western National Sales Manager; Chris Lucier. He decided we needed a way to distinguish our overalls from the competition, so came up with the idea of adding a small red tab to the right back pocket, designed to catch the eye when garments were hung or folded in shops.

Our first products to include the Red Tab were the ®, Women's 701's and our Type 1 denim jacket which all featured a Red Tab from 1936 onwards. The company officially trademarked the Red Tab in 1938, and as we expanded our portfolio of styles, fits and ranges new tab colours were introduced. For example, we use White Tabs for non-denim and corduroy products, Blue Tabs for the Levi's® Made & Crafted™ collection, and special Dual Tabs for collaborations and collections.

As our tab is one of the most recognisable branding features globally we need to protect it in all its forms. Therefore, it is necessary to produce 10% of our Levi's® garments with a plain tab irrespective of colour. This shows that we own the trademark rights to the tab itself and not just to the Levi's® written wording trademark.



**FROM ITS ORIGINS OVER 85 YEARS AGO, RIGHT
THROUGH TO CURRENT DAY, THE RED TAB
REMAINS ONE OF THE MOST FAMOUS
TRADEMARKS IN THE WORLD!**

THE HISTORY OF THE ARCUATE

IT'S ARGUABLY THE MOST RECOGNIZABLE DESIGN ON DENIM.

Levi's® have always been considered to have had the Arcuate as an ever-present on the back of its pocket(s) since the brand started making overalls in 1873. The stitching was originally applied by a sewing machine operator using a single-needle machine. This meant that the design was stitched onto the pockets freehand, and the appearance of the design changed depending on the skill of the operator.

In 1947, double-needle machines were first used in the company's factories to stitch the Arcuate design. This meant that the design of the stitching became uniform, nailing the diamond-shape that we still see today. In 1967, the Levi's® housemark known as the "batwing" was designed by Walter Landor & Associates. The shape is literally taken from the top half of our back pockets, with the curve of the Arcuate forming the bottom.





WELCOME TO FW26



FW26 BIG BETS

JULY

*A Levi's® Summer
Shorts & Tops*

AUG - SEPT

*Keep It Loose &
Back To School
501 Loose & Loose Taper*

OCT - DEC

*LET'S GET FUZZY
Layers & Outerwear*

Fall Winter 2026 Concept : Rewritten Codes

FW26 Has A Bold New Direction. Rewritten Codes

A concept that challenges fashion's traditional language and reshapes rules we once thought were unbreakable.

In a world oversaturated with micro trends and algorithm-driven choices, the focus is shifting. It is no longer about chasing the next big thing. It is about dressing for yourself.

Fashion has always had its codes. Rules for what to wear, when to wear it, and how to wear it. Now those codes are being disrupted, reinterpreted, and rewritten. Individuality is taking the lead.

The once strict lines - refined versus casual, indoor versus outdoor - are blurred.

The rule is simple: *there are no rules.*

This is a celebration of authenticity, ease, and personal expression.

Elevated basics are back and they are anything but basic. These are the building blocks of personal style, offering breadth of choice and freedom. We are rewriting the classics.

Find your style. Find your fit. Find your uniform and own it.
It is your uniform favourites, styled your way.

FW26 is Levi's Rewritten, by you.

FALL WINTER 26



CONCEPT

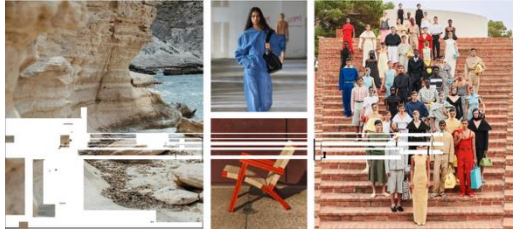




A Levi's® Summer D1 July

Levi's®

A Levi's® Summer *July Women Product Focus*



Concept & Colour Palette

The FW26 July palette is built around soft transitional tones: washed blues, pale lilacs, creamy neutrals and urban greys with muted yellow and burgundy accents adding warmth and depth.

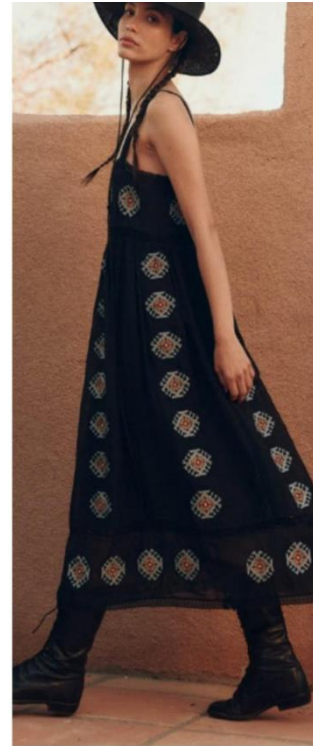
Summer Lifestyle is about ensuring we own summer, capitalizing on the Buy Now Wear Now moment. The demand is there and now we will meet that opportunity with intent.

The result feels fresh, refined and ideal for the shift from late summer into early fall.



Shorts/ Jorts

Jorts are a key July staple for women, bringing a relaxed, laid-back edge to summer styling. With longer lengths and loose fits, they balance comfort and trend, pairing effortlessly with lightweight tops for an easy, off-duty look.



Shirts & Blouses

Shirts for July focus on lightweight fabrics, relaxed fits and breathable silhouettes, offering an easy balance of effortless style and summer comfort.



Summer Accessories

Runways for SS26 show that head-wear is not just an afterthought but a starring piece for Him & for Her.

A Levi's® Summer *July Women's Key Looks*



PRIMARY KEY LOOK



0088K-0002
LYNN CAMI
WHISPER WHITE



001HM-0027
HARLIE BOYFRIEND SHIRT
COSTANZA STRIPE FRENCH
VANILLA POPLIN



001HM-0028
HARLIE BOYFRIEND SHIRT
COSTANZA STRIPE
WISTERIA POPLIN



005DT-0016
SUPER BAGGY JORT
PEBBLED PATH

D1 A LEVI'S SUMMER



PRIMARY KEY LOOK



007XJ-0006
HARLIE SS LACE SHIRT
EGRET LACE



000MJ-0017
BAGGY DAD JORT
WE DID IT SHORT



KEY PRODUCT IMAGERY



008AG-0002
DENIM TEE H2'26
TOOTH FAIRY



0083N-0003
LOOSE TAPER H2'26
TOOTH FAIRY



007Z8-0000
SMALL BLAKE
GRUNGY GIRL

KEY LOOKS



Feels Like Summer Contemporary

Focus : BAGGY DAD JORT – H1 26 SEGMENTATION CONTINUATION + KL SUPER BAGGY JORT



0088K-0002
LYNN CAMI
WHISPER WHITE



001HM-0027
HARLIE BOYFRIEND SHIRT
COSTANZA STRIPE FRENCH
VANILLA POPLIN



001HM-0028
HARLIE BOYFRIEND SHIRT
COSTANZA STRIPE
WISTERIA POPLIN



007VQ-0002
SUPER SOFT SUMMER SS POLO
CABERNET EGRET



007Z8-0005
SMALL BLAKE
IS IT COLD IN HERE



000MJ-0008
BAGGY DAD JORT
HINGED HEART JORT



000MJ-0009
BAGGY DAD JORT
OPEN MIND FP



005DT-0016
SUPER BAGGY JORT
PEBBLED PATH

 KEY LOOK

D1 WOMEN JULY

KEY LOOK



Feels Like Summer *Classic*

Focus: HIGH BAGGY SHORTS – H1 26 Continuation



0087U-0004
AUSTEN BUTTON THROUGH SS
ANNAILSE STRIPE ANTHRACITE
NIGHT EGRET



0087U-0005
AUSTEN BUTTON THROUGH
SS
ANNAILSE STRIPE PEAR
SORBET



0087U-0006
AUSTEN BUTTON THROUGH
SS
ANNAILSE STRIPE ANGEL
FALLS



52599-0098
LEVI'S HM POLO
MARIGOLD STRIPE DELFT



52599-0099
LEVI'S HM POLO
MARIGOLD LAVENDAR BLUE



000AG-0033
LAZY GIRL LOGO CAP
MARS RED



A9311-0007
HIGH BAGGY SHORT
SNOWING IN LA



A9311-0005
HIGH BAGGY SHORT
WORN MEMORY SHORT



A9311-0006
HIGH BAGGY SHORT
REMEMBER TOGETHER

 KEY LOOK

D1 WOMEN JULY

CLASSIC SEGMENTATION



Feels Like Summer Youth

Focus: MIDDY JORT



0087S-0003
SWEETIE SL
END ON END STRIPE
LAVENDAER BLUE EGRET



0087S-0004
SWEETIE SL
MARSEILLES DITSY EGRET



0087R-0000
SWEETIE SS
EGRET



0087R-0001
SWEETIE SS
NAVY BLAZER



0087R-0001
SWEETIE SS
END ON END STRIPE
LAVENDAER BLUE EGRET



005LV-0017
MIDDY JORT
MINE TIME PSK



005LV-0003
MIDDY JORT
SQUARE PEG SHORT



005LV-0005
MIDDY JORT
TWISTED STONE



007ZA-0000
SMALL CASEY
MARS RED

★ KEY LOOK

D1 WOMEN JULY

YOUTH SEGMENTATION



Feels Like Summer *Premium*



0088K-0000
LYNN CAMI
ANTHRACITE NIGHT



0086M-0001
RORY BUTTON THROUGH SS
EGRET RIB



0086M-0000
RORY BUTTON THROUGH SS
ANTHRACITE NIGHT RIB



005IX-0014
VINTAGE SS TEE
LILLIAN STRIPE EGRET
HEAVYWEIGHT



005DT-0011
SUPER BAGGY JORT
OVER A CUP PSK



005DT-0016
SUPER BAGGY JORT
PEBBLED PATH PSK



005LV-0017
SUPER BAGGY JORT
HAPPY TALE JORT



008DQ-0001
FRANCESCA CHAIN BELT
BRITISH KHAKI

Focus: MIDDY JORT

Feels Like Summer *Contemporary Shorts*

BAGGY DAD JORTS



Feels Like Summer *Classic Shorts Fit*

HIGH BAGGY SHORTS



Feels Like Summer *Premium Shorts*

SUPER BAGGY JORT



D1 WOMEN JULY

PREMIUM SHORTS



Feels Like Summer *New Denim Shorts*

BAGGY DAD JORTS

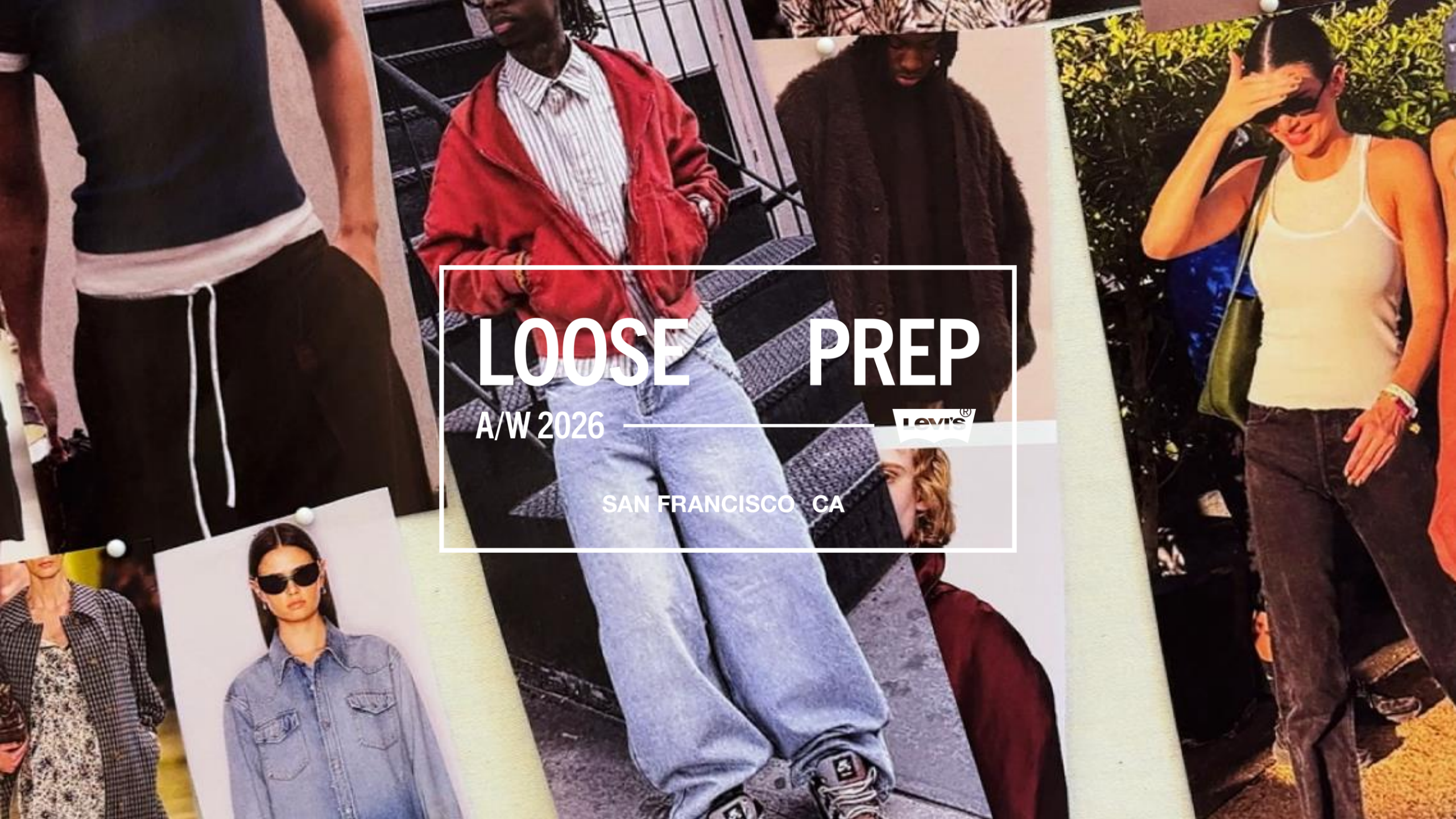


HIGH BAGGY SHORTS



SURF BAGG





LOOSE PREP

A/W 2026



SAN FRANCISCO CA

Keep It Loose *Aug – Sept Women Product Focus*



Concept & Colour Palette

The FW26 August/ September palette is built around soft transitional tones: washed blues, pale lilacs, creamy neutrals and urban greys with muted yellow and burgundy accents adding warmth and depth.

The result feels fresh, refined and ideal for the shift from late summer into early fall.



Preppy Style

Keep It Loose is here to rework classic prep through a looser, more relaxed lens. Renewed interest in the trend can be attributed to Miu Miu, which ripped up the rule book on traditional themes. The brand has popularised plaids, and classic polos.



Loose Taper

The loose taper is key for women in FW26, offering a relaxed fit through the leg with a subtle taper at the ankle. It balances comfort and shape, creating an easy, modern silhouette that works across both casual and more polished looks.



Shirts & Blouses

Shirts and blouses for August–September focus on relaxed fits, lightweight fabrics and soft, easy colours for effortless layering.

Keep It Loose Aug – Sept Women’s Key Looks

PRIMARY KEY LOOK



007XH-0005
DOM SS LACE
BLOUSE
EGRET LACE



0083N-0007
LOOSE TAPER H2'26
MESSAGE SENT

PRIMARY KEY LOOK



007XN-0002
JUDICE WESTERN SHIRT
FALLS POPLIN



008S5-0000
AIIICE SWEATER VEST
GREY HEATHER



006SD-0004
LUNA RELAXED BLAZER
SAMPLE BRUSH



0083N-0002
LOOSE TAPER H2'25
HI AND WELCOME

KEY PRODUCT IMAGERY



006S6-0001
BEE CROPPED CHORE
JACKET
OLIVE NIGHT



008SF-0004
CLAIRE LS CARDIGAN
DEVIN STRIPE HEATHER
GREY



0083L-0008
MIDDY BALLOON
TWISTED VIBE

Keep It Loose – Primary Key Look August



PRIMARY KEY LOOK AUGUST



007XH-0005
DOM SS LACE BLOUSE
EGRET LACE



0083N-0007
LOOSE TAPER H2'26
MESSAGE SENT

Keep It Loose – Primary Key Look September

KEY PRODUCT IMAGERY SEPTEMBER



007XN-0002
JUDICE WESTERN SHIRT
SHERMAN STRIPE ANGEL
FALLS POPLIN



0083N-0002
LOOSE TAPER H2'25
HI AND WELCOME



008S5-0000
AILICE SWEATER VEST
JULIETTE STRIPE V6 DARK
GREY HEATHER



006SD-0004
LUNA RELAXED BLAZER
LUNA GLEN PLAID AS
SAMPLE BRUSH

Keep It Loose – Key Look



PRIMARY KEY LOOK



006S6-0001
BEE CROPPED CHORE
JACKET
OLIVE NIGHT



008SF-0004
CLAIRE LS CARDIGAN
DEVIN STRIPE HEATHER
GREY



0083L-0008
MIDDY BALLOON
TWISTED VIBE



Keep It Loose – Contemporary

Focus : LOOSE TAPER



0082T-0000
SWEETHEART BUSTIER
BIG BRAG BUSTIER

007XN-0002
JUDICE WESTERN SHIRT
SHERMAN STRIPE ANGEL
FALLS POPLIN

0082U-0014
JUNA WESTERN SHIRT
SUB PLAID PEACOCK
PLAIN WEAVE

008S5-0000
ALICE SWEATER VEST
JULIETTE STRIPE V6 DARK
GREY HEATHER

006SD-0004
LUNA RELAXED BLAZER
LUNA GLEN PLAID AS
SAMPLE BRUSH



0080U-0004
W'S VARSITY BASEBALL CAP
LAID IN THE MEADOW HAT



0083N-0002
LOOSE TAPER H2'26
HI AND WELCOME



0083N-0006
LOOSE TAPER H2'26
TALK NOW



0083N-0008
LOOSE TAPER H2'26
LET'S FLY



 KEY LOOK

Keep It Loose – Classic

Focus: EASY DAD



007XV-0001
JESSIE WESTERN SHIRT
STRARRY EYES



0084U-0002
CARLIE CLASSIC POPLIN
STRING ME ALONG



A0719-0041
RIB CREW SWEATER
BRANDY STRIPE EGRET
NAVY BLAZER COTTON
BLEND



007UI-0000
REMA SHERPA VEST
WHITE SWAN SHERPA



007Z5-0000
REMI BACKPACK
IS IT COLD IN HERE



005DC-0004
EASY DAD
FREE LUNCH



005DC-0019
EASY DAD
SHADED VIEW



005DC-0025
EASY DAD
YOU'RE EXCUSED



Keep It Loose – Youth

Focus: MIDDY BALLOON



008A7-0016
GR HAYES CROPPED TEE
LOVE IN LEVI'S BRIGHT WHITE /
TRUE RED



86832-0070
THE ULTIMATE WESTERN
TIME TO DUST WSTRN



0082R-0001
DENIM SHELL
MINE TIME SHELL



A3472-0011
XL WOMENS TRUCKER
MINE TIME TRUCKER



0083L-0000
MIDDY BALLOON
MINE TIME PSK



0083L-0001
MIDDY BALLOON
FIXED UP PSK



0083L-0002
MIDDY BALLOON
DISQUIET DAY



Keep It Loose – Premium

Focus: LOOSE TAPER + PREMIUM EXCLUSIVE HEAD TO TOE



008AG-0002
DENIM TEE H2' 26
TOOTH FAIRY LT WT



007WZ-0007
JORDAN DENIM SHIRT
LOSING MY MIND SHIRT



006RU-0001
DEMI OVERSHIRT SHACKET
FOXTROT BROWN



A3472-0017
XL WOMENS TRUCKET
SOFT SMOKE TRUCKER



0083N-0003
LOOSE TAPER H2'26
TOOTH FAIRY



0083N-0002
LOOSE TAPER H2'26
HI AND WELCOME



0083N-0007
LOOSE TAPER H2'26
MESSAGE SENT



A5566-0079
LOW LOOSE
SOFT SMOKE LB

Keep It Loose Aug – Sept Men Product Focus



Colour Palette

August – September colour palette for men mixes washed olive, sage and khaki with soft beige neutrals. Dusty rose accents add a refined, modern twist, balancing utility with a relaxed end-of-summer feel.



Preppy Style

Keep It Loose reworks classic prep through a relaxed, undone lens, revived by Miu Miu's take on plaids and polos and Aime Leon Dore's take on preppy American vibes.



Baggy Jeans

Baggy jeans lead the menswear direction for FW26, reflecting a shift towards relaxed, oversized silhouettes. Rooted in '90s and early 2000s nostalgia, they offer comfort and effortless style while pairing easily with both casual and elevated pieces.



Polos & Rugby Shirts

Polos and rugby shirts are key for FW26, combining preppy heritage with relaxed, modern fits. Bold stripes, colour blocking and oversized shapes add a sporty, retro edge.

Keep It Loose Aug – Sept Men's Key Looks



PRIMARY KEY LOOK



007SO-0001
HILLTOP JACKET
AT THAT POINT



16143-2615
SS RELAXED FIT TEE
MUSIC CITY 2 PHANTOM



0057U-0026
501® LOOSE
SANTA MONICA INDIGO



0085P-0001
LS BOXY WESTERN
PIER 89 PLAID BLUE/CREAM



SECONDARY KEY LOOK



A0637-0199
RED TAB VINTAGE TEE
MARTIN STRIPE DARK
SLATE STRIPE



0080W-0003
VARSITY BASEBALL CAP
TAKE A LAP



0085D-0001
MARIPOSA WORKER
LUIA LIGHT WASH



A4750-0128
578® BAGGY
VARNISHED TARNISH



SECONDARY KEY LOOK



0083X-0004
CAMERON 1/4 ZIP
POLLARD STRIPE NAVY
BLAZER



A7210-0074
AUTHENTIC BUTTON DOWN
DARK SLATE GD PLAID



005FA-0010
EVERYDAY GRAPHIC TOTE
HOUSE PLANTS GREEN

FW26 Workwear

LEVI'S
WORKWEAR

Concept

Built for the Wild. Made for the Everyday.

The Levi's® Workwear FW26 Collection is inspired by outdoor country living, from hunting and fishing to foraging, where function, durability, and adaptability come first.

Rooted in authentic workwear, the collection reinterprets essential pieces through a seasonal lens: rugged outerwear, versatile sets, and coordinated match backs designed for life beyond the city.

Camo expressions, earthy tones, and textured fabrics connect directly to the natural environment.

Every detail is purposeful, from reinforced construction to practical pockets, built to move, adapt, and endure. This is workwear that stays true to Levi's® heritage while evolving for modern lifestyles.

Levi's® Workwear FW26: For the explorers. For the doers. For those who take it outside.



Why Workwear?

Workwear is one of the strongest **"Back to Routine"** opportunities in FW26 because it sits at the intersection of trend, functionality, and outfit-building.



Brand Consumer Appeal

Relevant for both men and women, spanning office, casual, and weekend dressing.

Versatile Outfitting

Customers buy complete looks rather than single items, increasing basket size through layering, tops, bottoms, outerwear, and accessories.

Combines Trend with Longevity

Authentic utility styling and relaxed fits align with the ongoing loose-fit movement while remaining wearable beyond one season.

Drives Repeat Wear and Value Perception

Durability, practicality, and effortless styling make Workwear pieces easy consumer purchases during more considered spending periods.

Strong Seasonal Relevance

Launches as consumers transition from summer into everyday routines, making it a natural back-to-work and back-to-life purchase occasion.

Workwear Product Focus



Gender Neutral Design

Relaxed, versatile silhouettes designed to appeal across genders and styling preferences.



Workwear-Focused Bottoms

Loose-fitting carpenter, painter, and utility jeans with reinforced construction and practical pocket detailing.



Workwear-Inspired Tops

Utility shirts, overshirts, and jackets featuring durable fabrics, functional detailing, and authentic craftsmanship.

Workwear *Key Looks*



A4820-0031
SUNRISE TRUCKER
DIVING DUCKS DX TRK



008AB-0005
SS WORKWEAR PKT TEE
JASON STRIPE



A7367-0020
568 LOOSE STRT DBL KNEE
DIVING DUCKS DX DBL KNEE

WORKWEAR - FALL WINTER 26



0083C-0001
SARATOGA VEST
RALEIGH CAMO



00302-0009
LS WORKER WW
TEX FOREST CAMO



A7367-0021
568 LOOSE STRT DBL KNEE
RALEIGH CAMO

KEY LOOKS





LET'S GET FUZZY

D3 Oct - Dec



Let's Get Fuzzy Oct- Dec Women Product Focus



Concept & Colour Palette

LET'S GET FUZZY evolves cozy dressing—textural, expressive, and built on dimensional layering. Knits, fleeces, outerwear, and corduroy combine to create depth, warmth, and personality.

The women's colour palette for “LET'S GET FUZZY” includes warm glow neutrals, rich browns, antiqued whites, midnight hues, holiday red, and touches of silver, evergreen, and soft sage.

Cozy Accessories

Key products include statement belts, sherpa and faux fur hats, scarves and bags, marled knit hats and gloves, layering scarves and wraps, embellished hats and gloves, and alpine-inspired cozy accessories



Knitwear

A neutral-led palette of rich browns and soft beiges is complemented by muted pastels, creating versatile, easy outfit builders. Strong alignment with loose denim silhouettes positions knitwear as a key driver of effortless, full-look styling.



Outerwear

Key styles include oversized coats, tailored wool pieces, and modern puffers, delivered in a warm, neutral palette with rich browns and soft tonal shades. Designed to pair seamlessly with loose denim, outerwear becomes a key statement layer that completes effortless, head-to-toe looks.



Cozy Fabrications

Fabrications like cord and other cozy fabrics underpin a retro 70's aesthetic.

The “New Normal” denim trend for FW26 emphasises quality, craftsmanship, and elevated design

Let's Get Fuzzy Oct- Dec Women's Key Looks

PRIMARY KEY LOOK





006RQ-0007
TATE BUBBLE PUFFER
YOLI GINGHAM PLAID AS HEADER
PLAID



007VG-0003
CHARLOTTE CREWNECK CARDIGAN
LEA FAIRISLE JAVA



0086L-0005
DRY GOODS POINTELLE
LACE TANK
EGRET



0081W-0006
RIBCAGE SLIM
SWEET NOON

D3 LET'S GET FUZZY

PRIMARY KEY LOOK





007W0-0015
FRIDA WOOL CREWNECK SWEA



0082T-0000
SWEATHEART BUSTIER
BIG BRAG BUSTIER



0081W-0008
RIBCAGE SLIM
GATE KEEPING

KEY LOOKS

KEY PRODUCT IMAGERY





007UI-0000
REMA SHERPA VEST
WHITE SWAN SHERPA



007VK-0004
CHARLOTTE POINTELLE
CREWNECK SWEATER
WHITE SWAN GOLD



008G8-0002
HAN LS BEADED BLOUSE
CLOUD DANCER



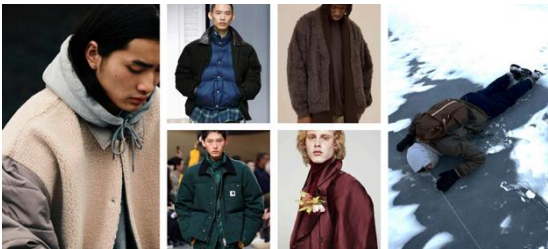
0081W-0004
RIBCAGE SLIM
SWEET NOON



0080D-0000
W'S SUNSET BEANIE
EGRET



Let's Get Fuzzy *Oct- Dec Men Product Focus*



Concept & Colour Palette

LET'S GET FUZZY evolves cozy dressing—textural, expressive, and built on dimensional layering. Knits, fleeces, outerwear, and corduroy combine to create depth, warmth, and personality.

The men's colour palette for “LET'S GET FUZZY” features rich deep brown and taupe, cozy light khakis, lustrous navys, dark green and burgundy, as well as cool blue and grey.

Scarves & Beanies

Strong triple-digit growth highlights accessories as a high-margin upsell opportunity. Essential for completing the winter look, driving attachment to outerwear and knitwear purchases. For Levi's, a significant whitespace, low penetration but high growth potential.



Knitwear

Knitwear continues as a Top 5 category, with strong double-digit growth and sustained demand into winter. Chunky, textured, and brushed knits become wardrobe foundations, ideal for styling under outerwear. Knitwear for us is a key repeat purchase category, driving frequency across the season.



Outerwear

Outerwear is the biggest revenue driver in Q4, with sell-out accelerating from October and peaking in November. Puffers and statement jackets anchor outfits, acting as high-value hero products. Outerwear is critical for traffic, conversion, and basket-building during colder months.



Cozy Fabrications

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The “New Normal” denim trend for FW26 emphasises quality, craftsmanship, and elevated design

Let's Get Fuzzy Oct- Dec Men's Key Looks



PRIMARY KEY LOOK



007WJ-0000
CASTRO FULL ZIP LINED
DARK BLUE BLACK TRK



007W2-0000
BOULDER COLLARED HALF ZIP
NAVY HTR NOVELTY STITCH



0085D-0001
MARIPOSA WORKER
LUISA LIGHT WASH



A0637-0199
RED TAB VINTAGE TEE
SLATE STRIPE



A4750-0160
578° BAGGY
BRINDLE



PRIMARY KEY LOOK



007SQ-0000
AURUE SHORT PUFFER
BRINDLE



003B6-0022
PRESIDIO CREW
ELIAS GEO FAIRISLE JET BLACK
NOVELTY STITCH



0080D-0003
W'S SUNSET BEANIE
MARS RED



A7210-0050
AUTHENTIC BUTTON DOWN
ALLURE



A4750-0029
578° BAGGY
HOLD MY BAG



KEY PRODUCT IMAGERY



007S7-0001
DECK HOODIE SHERPA
JACKET
SUPERMAX TIME



A4750-0058
578° BAGGY
GREY NIGHTS



008CV-0000
PIECED RELAXED
WESTERN
DULZAINA PLAID
EMBOLDE



005H0-0042
ESSENTIAL POCKET TEE
LIGHT GRAY HTR BROS
BC03 JERSEY



0080W-0002
VARSITY BASEBALL CAP
MAGIC MOUNTAIN



007YW-0000
MASON CENTERBAR BELT
CAVIAR

D3 LET'S GET FUZZY

OCT - DEC KEY LOOKS



Let's Get Fuzzy *Oct- Dec Men's Key Looks*



PRIMARY KEY LOOK

- 

007SF-0000
JABRIL LEATHER JACKET
DA0BQ7 WORN IN BLACK L
- 

87373-0432
VINTAGE FIT GRAPHIC
TEE
SUPER BLOOM 2 JET B
- 

007UO-0000
518® SLIM
DARK BOHEMIA
- 

007T2-0003
MILES V-NECK SWEATER
STORMY SEA NOVELTY S

D3 LET'S GET FUZZY



KEY PRODUCT IMAGERY

- 

007SH-0002
CAMPO SHERPA JACKET
OATMEAL
- 

0098B-0000
ESSENTIAL BEANIE OVM'S
FOXTROT BROWN
- 

0065W-0015
LAUREL SWEATER
SPACE DYE CUSTON
COFFEE CARDIGAN STITCH

KEY LOOKS

Let's Get Fuzzy *Key Look October*

KEY PRODUCT IMAGERY OCTOBER



006RQ-0007
TATE BUBBLE PUFFER
YOLI GINGHAM PLAID AS HEADER
PLAID



007VG-0003
CHARLOTTE CREWNECK CARDIGAN
LEA FAIRISLE JAVA



0081W-0006
RIBCAGE SLIM
SWEET NOON



0086L-0005
DRY GOODS POINTELLE
LACE TANK
EGRET

Let's Get Fuzzy *Key Imagery November*

KEY PRODUCT IMAGERY NOVEMBER



007W0-0015
FRIDA WOOL CREWNECK SWEA



0082T-0000
SWEATHEART BUSTIER
BIG BRAG BUSTIER



0081W-0008
RIBCAGE SLIM
GATE KEEPING

Let's Get Fuzzy – Key Imagery December

KEY PRODUCT IMAGERY DECEMBER





007UI-0000
REMA SHERPA VEST
WHITE SWAN SHERPA



008G8-0002
HAN LS BEADED BLOUSE
CLOUD DANCER



0081W-0004
RIBCAGE SLIM
SWEET NOON



007VK-0004
CHARLOTTE POINTELLE
CREWNECK SWEATER
WHITE SWAN GOLD



0080D-0000
W'S SUNSET BEANIE
EGRET

Let's Get Fuzzy – Centre Leads - Contemp

Focus: LOW STRAIGHT

☆ NEW



DRY GOODS POINTELLE LACE TANK

0086L-0000 Sonja Dot EGRET

WOMENS • TOPS

☆ NEW



HERITAGE WESTERN DENIM SHIRT

007WT-0005 SUNBLEACH SUNSET

WOMENS • TOPS

☆ NEW



CHARLOTTE CREWNECK CARDIGAN

007VG-0003 Lea Fairisle JAVA

WOMENS • TOPS

☆ NEW



SUPER SOFT VNECK SWEATER

MILANO STITCH

007VW-0003 TAN

WOMENS • TOPS

☆ NEW



TATE BUBBLE PUFFER

006RQ-0007 Yoli Gingham Plaid AS

HEADER SEERSUCKER

WOMENS • TOPS

☆



W'S SUNSET BEANIE

0080D-0000

WOMENS • ACCESSORIES

☆



LOW STRAIGHT

0083P-0009 HAPPY TALE

WOMENS • BOTTOMS

☆



LOW STRAIGHT

0083P-0010 REAL RECOGNIZE REAL

WOMENS • BOTTOMS

☆



LOW STRAIGHT

0083P-0012 OVER A CUP PSK

WOMENS • BOTTOMS

Let's Get Fuzzy – Centre Leads - Classic

Focus: ELEVATED 318

☆ NEW



NASH FLANNEL SHIRT

0085H-0003 Vija Windowpane OLIVE NIGHT FLANNEL

WOMENS • TOPS

☆ NEW



NASH FLANNEL SHIRT

0085H-0005 Locryn Plaid EMBOLDENED FLANNEL

WOMENS • TOPS

☆ NEW



JOLIE CABLE CREWNECK SWEATER

007V4-0005 Emboldened

WOMENS • TOPS

☆ NEW



POPPY QUILTED PUFFER

006U0-0001 OLIVE NIGHT

WOMENS • TOPS

☆



318 SHAPING WIDE LEG

001PZ-0030 SASSAFRAS

WOMENS • BOTTOMS

☆



318 SHAPING WIDE LEG

001PZ-0031 OLIVE NIGHT

WOMENS • BOTTOMS

☆



318 TAILORED WIDE LEG

0081C-0001 LEAVING LATE

WOMENS • BOTTOMS



Let's Get Fuzzy – Centre Leads - Youth

Focus: SUPERLOW STRAIGHT

☆ NEW



EVERYDAY CREW SWEATSHIRT
0082J-0004 WARM CABERNET
BRUSHED FLEECE
WOMENS • TOPS

☆ NEW



MORRISON SHERPA VEST
0082P-0002 SEEDPEARL SHERPA
WOMENS • TOPS

☆ NEW



TINY SHERPA VEST
0089F-0000 RESCUED CITY VEST
WOMENS • TOPS

☆ NEW



90S TRUCKER
A1743-0164 DOUBLE BREWED TRKR
WOMENS • TOPS

☆ NEW



W'S SADIE SNOOD
0080F-0002 Mars Red
WOMENS • ACCESSORIES

☆ NEW



PALMER CROPPED PUFFER
006SA-0001 ANTHRACITE NIGHT
LEATHER FAUX
WOMENS • TOPS

☆



SUPERLOW STRAIGHT
0081X-0009 HEALING HOUR
WOMENS • BOTTOMS

☆



SUPERLOW STRAIGHT
0081X-0010 LET LOVE IN
WOMENS • BOTTOMS

☆



SUPERLOW STRAIGHT
0081X-0004 DOUBLE BREWED WP
WOMENS • BOTTOMS



0089R-0001
BELTED MINI SKIRT
MINE TIME PSK

Let's Get Fuzzy – Centre Leads - Premium

Focus: LOW SLIM BOOT

☆ NEW



VINTAGE TIED UP HOODIE
0082D-0000 SILVER HEATHER GRAY
BRUSHED FLEECE
WOMENS • TOPS

☆ NEW



FRIDA WOOL CREWNECK SWEATER
007W0-0013 Margaux Stripe FOXTROT
BROWN WOOL
WOMENS • TOPS

☆ NEW



BRYNN CROP PUFFER - NOVELTY
006RY-0000 WHITE SWAN
POLYESTER
WOMENS • TOPS

☆ NEW



80 S BOMBER
0088X-0001 OVER A CUP PSK
WOMENS • TOPS

☆ NEW



EMERSON SHOULDER BAG
005FF-0007 EGRET
WOMENS • ACCESSORIES



LOW SLIM BOOT
006KC-0001 OVERHEARD HER
WOMENS • BOTTOMS

☆



LOW SLIM BOOT
006KC-0004 BLUE SHUTTLE
WOMENS • BOTTOMS

☆

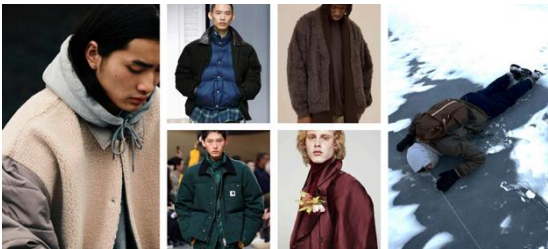


LOW SLIM BOOT
006KC-0006 DUST TO DUST
WOMENS • BOTTOMS



0089T-0001
YOKED PLEATED SKIRT
OVERA CUP PSK

Let's Get Fuzzy Oct- Dec Men Product Focus



Concept & Colour Palette

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Let's Get Fuzzy Oct- Dec Men's Key Looks



PRIMARY KEY LOOK



007WJ-0000
CASTRO FULL ZIP LINED
DARK BLUE BLACK TRK



007W2-0000
BOULDER COLLARED HALF ZIP
NAVY HTR NOVELTY STITCH



0085D-0001
MARIPOSA WORKER
LUISA LIGHT WASH



A0637-0199
RED TAB VINTAGE TEE
SLATE STRIPE



A4750-0160
578° BAGGY
BRINDLE



PRIMARY KEY LOOK



007SQ-0000
AURUE SHORT PUFFER
BRINDLE



003B6-0022
PRESIDIO CREW
ELIAS GEO FAIRISLE JET BLACK
NOVELTY STITCH



0080D-0003
W'S SUNSET BEANIE
MARS RED



A7210-0050
AUTHENTIC BUTTON DOWN
ALLURE



A4750-0029
578° BAGGY
HOLD MY BAG
OCT - DEC KEY LOOKS



KEY PRODUCT IMAGERY



007S7-0001
DECK HOODIE SHERPA
JACKET
SUPERMAX TIME



A4750-0058
578° BAGGY
GREY NIGHTS



008CV-0000
PIECED RELAXED
WESTERN
DULZAINA PLAID
EMBOLDE



005H0-0042
ESSENTIAL POCKET TEE
LIGHT GRAY HTR BROS
BC03 JERSEY



0080W-0002
VARSITY BASEBALL CAP
MAGIC MOUNTAIN



007YW-0000
MASON CENTERBAR BELT
CAVIAR

D3 LET'S GET FUZZY



Let's Get Fuzzy Oct- Dec Men's Key Looks

PRIMARY KEY LOOK





007SF-0000
JABRIL LEATHER JACKET
DA0BQ7 WORN IN BLACK L



87373-0432
VINTAGE FIT GRAPHIC
TEE
SUPER BLOOM 2 JET B



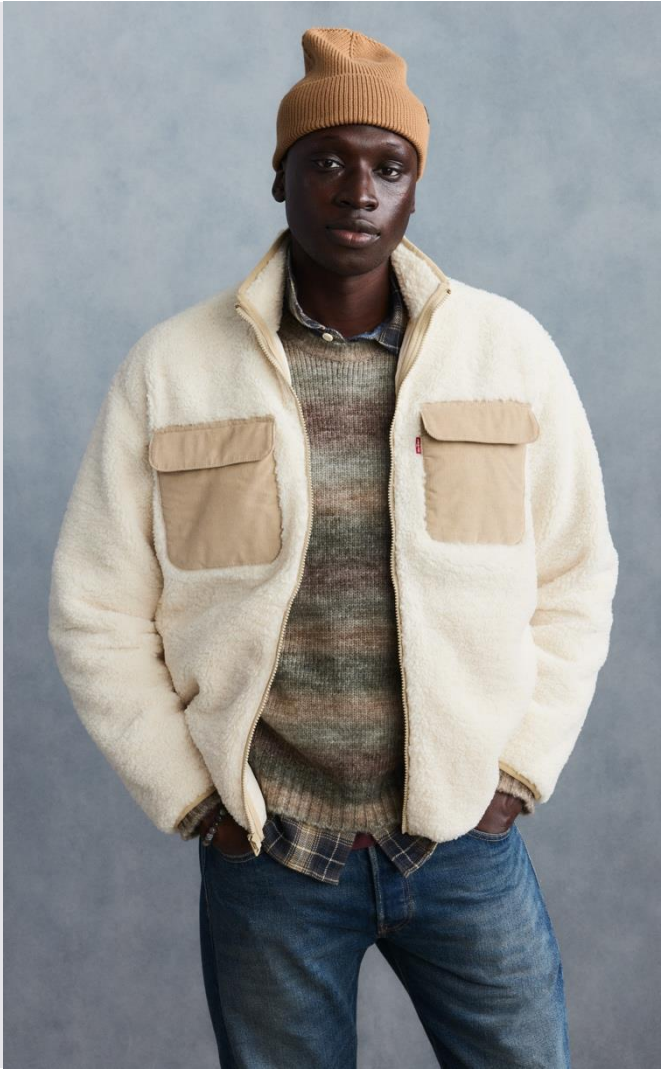
007UO-0000
518® SLIM
DARK BOHEMIA



007T2-0003
MILES V-NECK SWEATER
STORMY SEA NOVELTY S

D3 LET'S GET FUZZY

KEY PRODUCT IMAGERY





007SH-0002
CAMPO SHERPA JACKET
OATMEAL



0098B-0000
ESSENTIAL BEANIE OVM'S
FOXTROT BROWN



0065W-0015
LAUREL SWEATER
SPACE DYE CUSTON
COFFEE CARDIGAN STITCH

KEY LOOKS

Let's Get Fuzzy – Centre Leads - Contemporary



Focus : 578 BAGGY



007WJ-0000
CASTRO FULL ZIP LINED
DARK BLUE BLACK TRK



0085D-0001
MARIPOSA WORKER
LUISA LIGHT WASH



007W2-0000
BOULDER COLLARED HALF ZIP
NAVY HTR NOVELTY STITCH



19573-0309
JACKSON WORKER
MIKKLE PLAID VINEYARD
WINE CORDUROY



A4750-0029
578° BAGGY
HOLD MY BAG



A4750-0058
578° BAGGY
GREY NIGHTS



A4750-0153
578° BAGGY
SMOKEY TAUPE 8W CORD



007Z2-0004
SUNSET BEANIE
TAWNY PORT



Let's Get Fuzzy – Centre Leads - Classic

Focus : 511® SLIM



19573-0314
JACKSON WORKER
GREYSTROKE CORDUROY



19573-0316
JACKSON WORKER
VINEYARD WINE
CORDUROY



A7207-0040
LIGHTWEIGHT HM
SWEATER
METEORITE JERSEY



008DM-0000
TYPE 3 EXT SHERPA TRUCKER
JEROME PLAID V2 VINEYARD
WINE PLAID



04511-6534
511® SLIM
WHY SO SALTY ADV



04511-6539
511® SLIM
EBONY S 14W CORD



04511-6540
511® SLIM
SMOKEY TAUPE S 14W
CORD



Let's Get Fuzzy – Centre Leads - Youth



Focus : 555 LOOSE STRAIGHT



0084M-0002
REDWOOD HALF ZIP
TAWNY PORT



0086Q-0004
CLASSIC HOOD WORKER
VINEYARD WINE



007X3-0001
MUNROE TRUCKER
SALTY CAPERS TRK



16143-2694
SS RELAXED FIT TEE
LEGENDARY SPEED EGRET



A7223-0080
555 RELAXED STRAIGHT
LUNA BLUE



A7221-0109
565 LOOSE STRAIGHT
COFFEE 10W CORD



A7221-0110
565 LOOSE STRAIGHT
SMOKEY TAUPE 10W CORD



007Z1-0003
EMBARCADERO BEANIE
FOXTROT BROWN



Let's Get Fuzzy – Centre Leads - Premium



003B6-0014
PRESIDIO CREW
BOUCLE COFFEE BOUCLE



007S0-0000
AMADOR WOODLAND
JACKET
COGNAC GMT DYE



A1919-0077
RELAXED FIT WESTERN
SF CHOCOLATE WESTERN
OD



A5784-0048
RELAXED FIT SHERPA TRKR
CALI CHOCOLATE OD
SHERPA



A5753-0121
XX CHINO AUTHENTIC RLX
EBONY NS 10W CORD



00501-3908
501® LEVI'S® ORIGINAL
FOUND IN CAVE SELV



00501-3900
501® LEVI'S® ORIGINAL
CALI CHOCOLATE OD



VM Guidelines

Side Hanging

- Offer outfits and Head-to-Toe wardrobe solutions
- Build each bay as a « look » for a mannequin
 - 2/3 outfits per bay for Indigo & Pioneer



CREATE A LOOK

Each wall bay should build 2 looks (2 bottoms + 4 tops per bay). Make sure it provides wardrobe solutions and not a rail of things.

- 1 A seasonal top
- 2 A layering piece - t-shirt, tank, outerwear, outer layer, hoodie, trucker
- 3 A bottom, dress, skirt, short, jumper, etc.
- Repeat

MEN'S



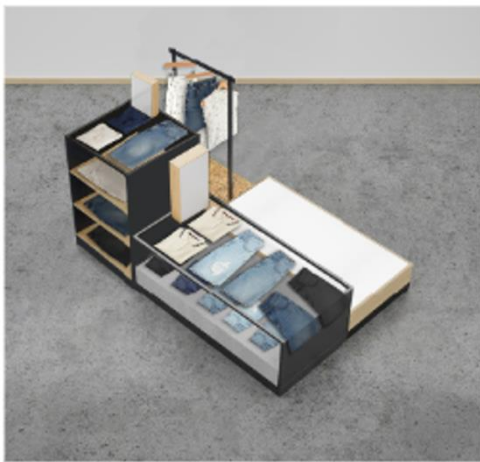
WOMEN'S



KEEP IT LOOSE

Center Leads

- Place the cube behind the lifestyle platform, with the open side facing the wall
- Place the rail behind the mannequins runway



Styling Recommendations

CASUAL OPTIONS



loafers

New Balance

REFINED OPTIONS



loafers

New Balance

CASUAL OPTIONS



sneakers

New Balance

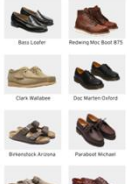
KEY SEASONAL FOOTWEAR



boots

New Balance

REFINED OPTIONS



loafers

New Balance

VM GUIDELINES

501[®] ORIGINAL

Sits at waist
Regular fit through thigh
Non-stretch denim
Signature button fly
The original blue jean since 1873



←
Button fly

←
Original blue
jean



←
Regular
through
seat and
thigh



Button Fly

Straight Leg

501[®] RELAXED JEANS

Iconic 501[®] style with a relaxed fit
Extra room through the seat and leg
Classic straight leg
Signature button fly

RELAXED, LOOSE & BAGGY



Non Stretch

Sits at waist

FIT PORTFOLIO





Button Fly

Straight Leg

501[®] LOOSE JEANS

A relaxed take on our iconic straight leg and button fly, with extra room through the seat and leg. Looser and more casual, yet still the same legendary fit with a touch of '90s style.

RELAXED, LOOSE & BAGGY

Loose
Throughout



Sits at waist

FIT PORTFOLIO



502™ TAPER

Regular through the seat and thigh
Slightly tapered leg
Sits below waist
Refined, modern alternative to straight jeans

Slightly
tapered leg

Zip fly

Modern alt.
to straight
jeans

Regular through
seat and thigh

505™ REGULAR

Original zip fly from 1967
Comfy, roomy fit
Straight leg

→
Straight leg

←
Zip fly

←
Extra room
in the seat

500® SERIES

FIT PORTFOLIO



511™ SLIM

Slim through seat and thigh

Sits below your waist

Zip fly

Modern slim with room to move

Stretch denim

Modern slim

500® SERIES



Zip fly



Slim
through
seat and
thigh

FIT PORTFOLIO





Sits below your
waist

Slim Leg

511™ SLIM JEANS NON-DENIM

Think of the 511™ Slim as not-so-skinny skinny jeans.

A streamlined fit, narrow through the seat and thigh, that looks good with everything.

NON-DENIM SHORTS



Narrow through the
seat and thigh

FIT PORTFOLIO



512™ SLIM TAPER

Slim through seat and thigh
Narrow from knee to ankle
Tapered leg
Sits below your waist
Zip fly
Slimmer leg than Levi's® 511™

↘
Tapered leg

↖
Zip fly

↖
Slimmer
than 511™

↖
Slim
through
seat and
thigh

500® SERIES

FIT PORTFOLIO



513™ SLIM STRAIGHT

Low rise
Narrow up top
Eases through leg
Part slim, part straight
Zip fly

Part slim, part
straight

500® SERIES



Zip fly



Low rise

FIT PORTFOLIO





NON-DENIM SHORTS

514™ STRAIGHT NON-DENIM

Non-Denim
Regular
Straight Leg
Stretch



FIT PORTFOLIO

541™ ATHLETIC TAPER

Perfect fit for athletic builds
Roomy in the thigh and seat
Tapered leg
Zip fly

→
Tapered leg

←
Zip fly

←
Extra room
in the seat
and thigh

500® SERIES

FIT PORTFOLIO





Relaxed flare
leg

567™ RELAXED FLARE

Relaxed through seat and thigh
Sits at waist
Flare leg

RELAXED, LOOSE & BAGGY



Sits at waist

Casual fit

FIT PORTFOLIO

568™ STAY LOOSE

Slouchy and loose throughout

Stacked at the ankle

Sits at your waist

Baggy silhouette draws inspiration from '90s style

Straight leg

Slouchy and
loose throughout

RELAXED, LOOSE & BAGGY



Straight leg



Sits at waist

FIT PORTFOLIO





↗
Baggy
through seat
and thigh

578™ BAGGY

Sits at waist
Baggy through seat and thigh
Wide leg
Inspired from the 90s

RELAXED, LOOSE & BAGGY



↖
Sits at waist

↗
Wide leg

FIT PORTFOLIO



Zip Fly

Bootcut

517™ BOOTCUT JEANS

Made in 1969 to fit over boots, our 517™ Bootcut has been a favourite for generations.

It sits at the waist and slims through the thigh into an authentic bootcut leg—durable and comfortable.

Non-Stretch



5-Pocket Styling

Sits at your waist

FIT PORTFOLIO

527™ SLIM BOOTCUT

Slim through the thigh

Slim bootcut leg

Zip fly

Modern alternative to the bootcut jean

Slim bootcut
leg

Zip fly

Slim through the
thigh

BOOTCUT

FIT PORTFOLIO





Wider leg
opening to fit
over boots

537™ WESTERN BOOT

Features a higher rise
Wider leg opening
Durable felled seams and
reinforced ergonomic pockets



Built for all day
comfort



Higher rise

BOOTCUT

FIT PORTFOLIO



BAGGY BARREL

A new kind of baggy: a relaxed fit that's roomy through the thigh and tapers slightly at the ankle. Built-in waist adjusters let you customize the fit, all in the same pair.

RELAXED, LOOSE & BAGGY



Zip fly
Mid Rise



Baggy fit

Tapers at the ankle

FIT PORTFOLIO



5 Pocket Styling



Baggy
Throughout



BAGGY WIDE LEG

Relaxed, wide-leg fit inspired by '90s style
Extra room through the seat, thigh and leg for
comfort
Easy-to-style silhouette that taps into
the baggy trend
Authentic Levi's® design with a
modern attitude.

RELAXED, LOOSE & BAGGY



Mid Rise

FIT PORTFOLIO



5 Pocket Styling



Wide Leg with
twisted seam



TWISTED BAGGY WIDE LEG

Inspired by vintage fits from our Archives
Cut with a baggy fit and twisted seams
Made with classic non-stretch denim
Sits At The Waist

RELAXED, LOOSE & BAGGY



Mid Rise

FIT PORTFOLIO



XX CHINO SLIM II

Slim through the seat and thigh
Slim leg
Tapers down to the ankle
Sits below your waist
Soft, comfortable hand feel

Sits below waist

CHINO



Slim leg

FIT PORTFOLIO



Slim through seat and thigh



XX CHINO

Regular through seat and thigh
Tapered leg opening
Sits below waist
Soft, comfortable hand-feel

Sits below waist



CHINO



Tapered leg



Regular through seat and thigh



FIT PORTFOLIO



XX CHINO BAGGY

Our Levi's® XX Chino Baggy pairs our best-selling chino with a '90s-inspired loose fit. Made from soft fabric for a relaxed feel and an authentic look.

→
Straight leg



CHINO

→
Tapered leg



←
Baggy through the seat and thigh
←
Sits below the waist

FIT PORTFOLIO





Zip Fly

Wide Leg

CARGO

XX CARGO BAGGY PANTS

Not your average cargo pants:
our XX Cargo Baggy.
Our classic XX Chino silhouette
with utility pockets and a loose
cut.



Utility Pockets

Loose through
the seat and
thigh

FIT PORTFOLIO



Zip Fly

Straight Leg

XX STRAIGHT CARGO PANTS

Relaxed through the seat and thigh
Made with non-stretch canvas
Non Stretch



Sits at the waist

Utility Pockets

FIT PORTFOLIO



501® ORIGINAL SHORTS

First ever jean shorts
Hits at knee
Straight fit
5 pocket styling

Straight fit

Zip fly

Hits at knee

DENIM SHORTS

FIT PORTFOLIO



405™ SHORT

Regular through seat and thigh

Falls above the knee

Sits at waist

Zip fly

The quintessential jean short

Regular through
seat and thigh

Zip fly

Falls above knee

DENIM SHORTS

FIT PORTFOLIO



468™ LOOSE SHORTS

Loose through seat and thigh
Hits just above knee
Quintessential 90's style
Baggy shorts
Sits at waist

Loosefit

Zip fly

Mid-length cut

DENIM SHORTS

FIT PORTFOLIO





Mid-length

478™ BAGGY SHORTS

Low rise
Mid-length cut
Ultra-baggy fit
Nod to '90's nostalgia



Low rise

Ultra baggy

DENIM SHORTS

FIT PORTFOLIO



445™ ATHLETIC SHORT

Extra room in the seat and thigh
Designed for athletic builds
Mid rise
10-inch inseam



DENIM SHORTS



Extra room in seat
and thigh

Mid rise

FIT PORTFOLIO



Zip Fly

454 RELAXED SHORTS

Everyday, easy-going shorts with a relaxed fit and low rise in classic non-stretch denim. Sustainably made using recycled water to help reduce our impact.

DENIM SHORTS



Low Rise

Mid Length Shorts

FIT PORTFOLIO



XX CHINO SHORT

Our classic XX Chinos, reinvented as shorts—
but not your dad's shorts.
Softer with just enough stretch, a regular fit that
tapers just above the knee.

Regular through
seat and thigh

Sits at
waist

Tapers above knee

NON-DENIM SHORTS

FIT PORTFOLIO



NEW FIT



CARRIER CARGO SHORTS

Regular through seat and thigh

Hits at knee

Sits at your waist

Cargo pockets and utilitarian style

Regular through
seat and thigh

NON-DENIM SHORTS



Sits at waist

Hits at knee

FIT PORTFOLIO



Mid Rise

With an interior
tie closure

NEW FIT



BOXER SHORT

Easy, comfortable pull-on Boxer Shorts—
don't overthink it.

A no-fuss waistband, interior tie closure
and soft, lightweight fabric to keep you
cool.

Cut with a regular fit
through the thigh

Straight Leg

NON-DENIM SHORTS

FIT PORTFOLIO



311™ SHAPING SKINNY

Shapes through your hip and thigh
Skinny leg
Mid rise
Zip fly

Mid rise

Skinny leg

300™ SERIES

FIT NAVIGATION

Shapes slim
through hip
and thigh



311™ SHAPING SKINNY CAPRIS

Our supersoft 311™ Shaping Skinny Capris use stretch denim that lengthens and hugs your curves.

Designed with a built-in tummy panel that flatters, smooths and supports.

Zip Fly

Skinny leg

Stretch Fabric

300™ SERIES

FIT NAVIGATION



312™ SHAPING SLIM

Slim leg
Shapes through hip and thigh
Mid rise

Mid rise

Slim leg

300™ SERIES

FIT NAVIGATION

Shapes slim
through hip
and thigh



314™ SHAPING STRAIGHT

Straight leg
Shapes through hip and thigh
Mid rise

Mid rise

Straight
leg

300™ SERIES

FIT NAVIGATION

Shapes slim
through hip
and thigh



315™ SHAPING BOOTCUT

Bootcut
Shapes through hip and thigh
Mid rise

Mid rise

Bootcut
leg

300™ SERIES

FIT NAVIGATION

Shapes slim
through hip
and thigh





Wide leg

300™ SERIES

NEW FIT



318™ SHAPING WIDE LEG

New fit
Wide leg
Shapes through hip and thigh
Mid rise
Super-comfortable jeans with a
flattering wide-leg silhouette

Shapes
through hip
and thigh



Mid rise

FIT NAVIGATION



501® Fit Portfolio



501® CROP



501® 90'S



501® 90'S
ANKLE



501® CURVE

501® CROP

The 501® Crop brings our iconic straight leg a fresh, cropped hem that shows off your shoes.

Straight through the hip and thigh, with our signature button fly and low-stretch denim.

Mid rise

Button fly

Cropped length

Non-stretch

Straight leg opening

501® 90's

The 501® '90s revives the decade's laid-back look with a mid rise and straight leg.

Cut loose through the hip and thigh in non-stretch denim, with our signature button fly.

Mid rise

Button fly

Stacked leg

Non-stretch

Loose & baggy throughout

501® SERIES

FIT PORTFOLIO



Mid rise

Ankle cut



501® SERIES

501® 90's ANKLE

The 501® 90's Ankle gives our iconic straight leg a cropped, at-the-ankle length. A classic button fly and flattering high rise—made to show off your shoes.

Non-stretch

Button fly

Loose, straight fit



FIT PORTFOLIO





501® SERIES

501® CURVE

The 501® Curve reimagines our iconic jeans for curvier shapes. A contoured waistband and extra room through the seat and thigh for a flattering, gap-free fit.



FIT PORTFOLIO



501® RIGID

The 501® Original: a classic straight leg and iconic styling—the blueprint for every pair of jeans. Introduced in 1873, they've never gone out of style, and never will.

Selvedge edge

Button fly
&
High Rise

Straight

No Stretch

501® SERIES

FIT PORTFOLIO



721™ HIGH RISE SKINNY

High rise
Slim through hip and thigh
Skinny leg

High rise

Skinny leg

700™ SERIES



Slim through
hip & thigh



FIT PORTFOLIO



723™ HIGH RISE STRAIGHT

Blended with Lyocell TENCEL for Stretch
Cut With Ease Through The Hip
Ultra Modern Straight Leg
Designed to flatter everyday

High rise

Straight
leg

Regular
through the
thigh

700™ SERIES

FIT PORTFOLIO



724™ HIGH RISE STRAIGHT

High rise
Slim through hip and thigh
Straight leg
Zip fly
Mid stretch denim

High rise

Straight leg

700™ SERIES



Slim through
hip & thigh



FIT PORTFOLIO



725™ HIGH RISE BOOTCUT

Slim through hip and thigh
Bootcut leg
High rise
Zip fly
Mid stretch denim

High rise

Bootcut leg

700™ SERIES

FIT PORTFOLIO

Slim through
hip & thigh



726™ HIGH RISE FLARE

Slim through the hip and
thigh
Flare
High rise

High rise

Flare leg

700™ SERIES



Slim through
hip & thigh

FIT PORTFOLIO





Wide leg

728™ HIGH RISE WIDE LEG

New fit
Wide leg
Shapes through hip and thigh
High rise
Super-comfortable jeans with a
flattering wide-leg silhouette



High rise

Shapes
through hip
and thigh

700™ SERIES

FIT PORTFOLIO



RIBCAGE FULL LENGTH

Slim through hip and thigh
Button fly
Low stretch
A hip-slimming, waist-defining, leg-lengthening obsession

→
Straight leg

RIBCAGE



←
Button fly

FIT PORTFOLIO



←
Super high rise

←
Full length



RIBCAGE WIDE LEG

12-inch rise
Fitted seat
Slim leg from thigh to knee
Wide leg cut
Your hip-slimming, waist-defining,
leg-lengthening obsession

Wide leg

Super high rise

Button fly

Hits at ankle

RIBCAGE

FIT PORTFOLIO



RIBCAGE BELLS

Slim through hip and thigh
Super high rise
Vintage inspired bell leg

Belleg

Buttonfly

Super high rise

Slim from hip to
thigh

RIBCAGE

FIT PORTFOLIO



RIBCAGE WIDE LEG BELTED

Our highest high rise yet: the Ribcage Wide-Leg Belted. A soaring, leg-lengthening rise with a belted design that shows off your figure.

Wide Leg

Super High Rise

Relax through the seat

Non Stretch

RIBCAGE

FIT PORTFOLIO



RIBCAGE FLARE

Waist Defining
Low Stretch (20%)
Flare Leg
5 Pocket Styling

Flared Leg

High Rise

Slim through
the seat &
thigh

Stretch

RIBCAGE

FIT PORTFOLIO





Straight
relaxed fit

NEW FIT



EASY DAD

Relaxed and laidback—the easiest staple in your closet.

Our Easy Dad jeans have a high rise, a just-right relaxed fit and a straight leg.



High Rise

No Stretch

BAGGY & LOOSE

FIT PORTFOLIO



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BAGGY & LOOSE

FIT PORTFOLIO



BAGGY DAD

Loose through hip and thigh

Mid rise

Non-stretch

Zip fly

Inspired by the way our dads rock their jeans – but baggier

Mid rise

Loose through
hip & thigh

Zip fly

Straight leg

Stacks at hem

BAGGY & LOOSE

FIT PORTFOLIO



XL STRAIGHT

Loose through hip and thigh
Wider, straight leg
Oversized fit
Adjustable tie waistband to
wear them as a mid or high rise

→
Straight leg

BAGGY & LOOSE

←
Adjustable tie
waistband

←
Loose through hip
and thigh

FIT PORTFOLIO



LOOSE BOOT

Your favourite bootcut, now easier: our Loose Boot jeans.

A just-right loose fit and flattering mid rise with a modern bootcut leg.

Loose fit

Bootcut

Mid rise

Loose through the seat & thigh

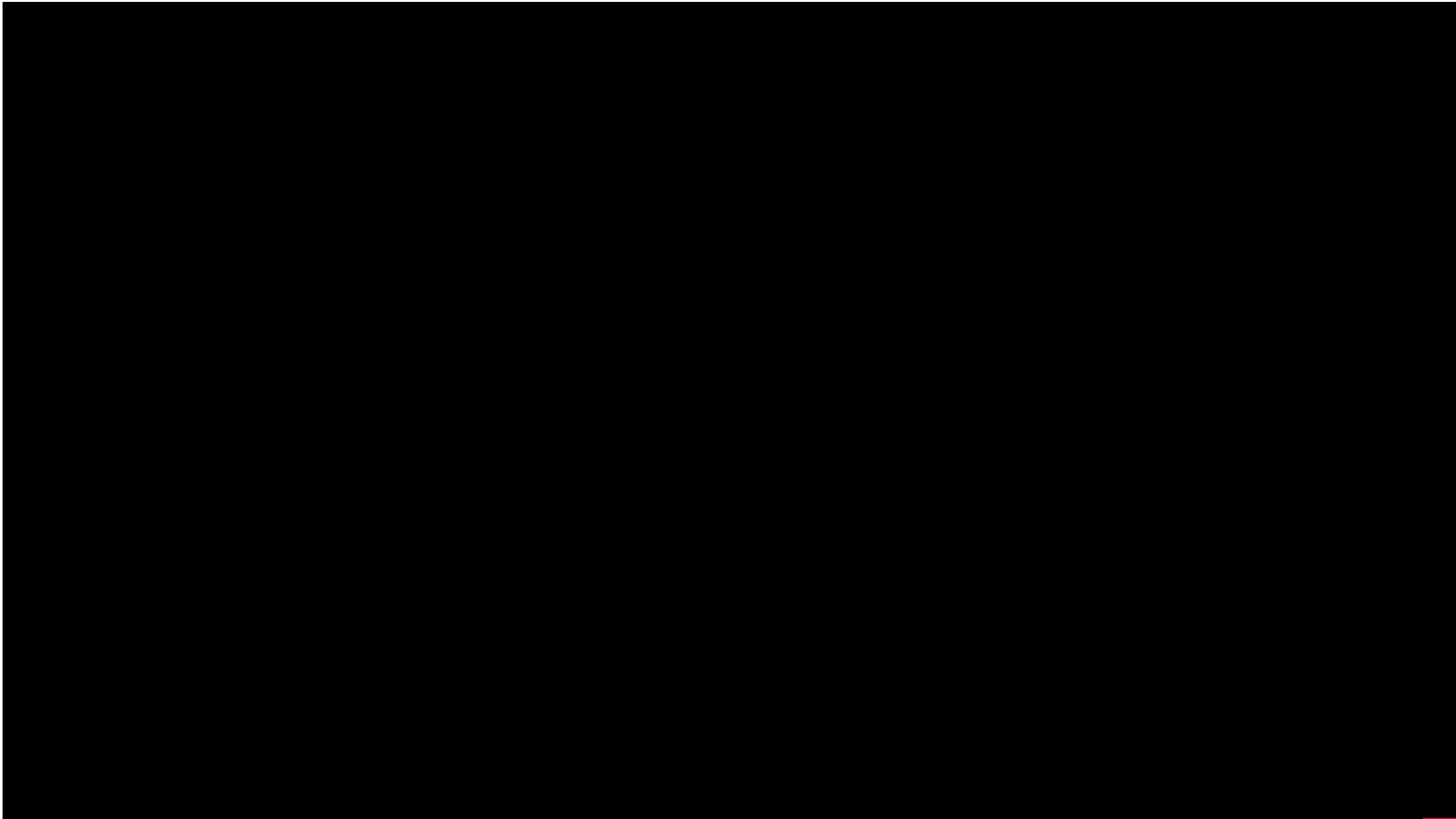
BAGGY & LOOSE

FIT PORTFOLIO



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BAGGY & LOOSE

FIT PORTFOLIO





Loose fit

BAGGY & LOOSE

BAGGY DAD BARREL

Mid rise
Roomy and slouchy through hip
and thigh
Curved leg



Mid rise

Curved leg

FIT PORTFOLIO



Bold, curved
leg

SUPER BAGGY BARREL

High rise
Bold, curved leg
Archival back pockets
Super oversized

BAGGY & LOOSE



High rise

Super
oversized

FIT PORTFOLIO



MID RISE BOYFRIEND

Straight through the hip and
thigh

Mid rise

Size up for extra baggy look

→
Straight through
hip and thigh

BAGGY & LOOSE



←
Mid rise

FIT PORTFOLIO





Slim through
seat & thigh

LOW SLIM BOOT JEANS

An early-aughts staple makes a comeback: our Low Slim Boot. A classic low rise paired with a bootcut silhouette and figure-flattering slim fit.



Bootcut



Low rise

BAGGY & LOOSE

FIT PORTFOLIO





Slim through
seat & thigh

LOW LOOSE

Low rise is here to stay—our super-flattering
Low Loose jeans prove it.
A versatile low rise and wide, straight leg for
subtle, everyday Y2K style.



Lowrise

Loose

FIT PORTFOLIO



→
Slim through
seat & thigh

LOW LOOSE DECON

Low rise is here to stay—our Deconstructed Low Loose jeans prove it.

A versatile low rise and wide, straight leg for subtle, everyday Y2K style.

BAGGY & LOOSE



←
Lowrise

→
Split denim
design

FIT PORTFOLIO

CINCH WIDE LEG

Love relaxed denim but dread the waist gap? Meet our Cinch Wide-Leg. A high rise and easy wide leg with back adjusters, made with soft TENCEL™ Lyocell.

Wide Leg

Adjusters

BAGGY & LOOSE

FIT PORTFOLIO



Mid Rise

Classic Non
Stretch

PUDDLE SNAP FLARE

Ultra-flattering and functional
High Rise, a figure-hugging fit with a dramatic,
customizable flare hem
With built-in snap adjusters at the bottom



BAGGY & LOOSE



FIT PORTFOLIO

Dramatic Flare Leg



Adjustable
straps

BAGGY OVERALL

Everyday overalls meet the perfect loose fit. Our Baggy Overalls feature classic adjustable straps, a straight leg cut and functional pockets.

BAGGY & LOOSE

Baggy fit

Loose through
thigh & hips

FIT PORTFOLIO



XL OVERALLS

Oversized baggy cut
Wide, straight leg
Metal hardware
Adjustable suspenders

Wide, straight
leg



BAGGY & LOOSE

Baggy fit



Adjustable
suspenders

FIT PORTFOLIO





Snug through
hip and thigh

WEDGIE

WEDGIE SLIM

High rise
Snug through hip and thigh
Long, sleek leg
Vintage inspired
Special construction to highlight
your curves and give your butt
an extra lift



High rise

Slim leg

FIT PORTFOLIO



Snug through
hip and thigh

Vintage inspired

WEDGIE STRAIGHT

The name you can't forget: our Wedgie Straight.
Vintage-inspired construction that highlights
your curves and adds extra lift.



High rise

Construction to
highlight your
curves

Slim leg

FIT PORTFOLIO



↗
Snug through
hip and thigh

WEDGIE

WEDGIE BOOT

High rise
Snug through hip and thigh
Bootcut leg
Vintage inspired
Special construction to highlight your curves and
give your butt an extra lift



↖
High rise

↘
Bootcut

FIT PORTFOLIO

LOW SHORT

An early aughts staple makes a comeback. Our Low Shorts feature a classic low rise—just like our favorites from the '00s—paired with a just-right, shorter inseam.

Low Rise

Zip fly

Cut off hem

Non Stretch

SHORTS

FIT PORTFOLIO



501® ORIGINAL SHORT

Straight through hip and thigh
Signature button fly
Vintage inspired fit
High rise

Waist defining
high rise

Button fly

Longer
inseam

Inspired by the first
ever jean short

SHORTS

FIT PORTFOLIO



Waist defining
high rise

Button fly

501® CURVE SHORT

Straight through hip and thigh
Signature button fly
Vintage inspired fit
High rise

Frayed edge

SHORTS

FIT PORTFOLIO



501[®] MID THIGH SHORT

Straight through hip and thigh
Signature button fly
Midweight
Waist defining high rise

Waist defining
high rise

Button fly

Straight through hip &
thigh

SHORTS

FIT PORTFOLIO



RIBCAGE SHORTS

The high-rise essential you love—now in ultra-flattering shorts.

Our Ribcage Shorts have a mid rise, a zip-up closure and the perfect at-thigh length.

Relaxed
through
the seat
& thigh

Zip fly

No Stretch

SHORTS

FIT PORTFOLIO



HIGH BAGGY SHORT

High rise
Easy through hip and thigh
Baggy fit
Hits above knee
Vintage inspired

High rise

Easy
through hip
and thigh

Hits above
knee

SHORTS

FIT PORTFOLIO



BAGGY DAD JORT

Mid rise
Loose through hip and thigh
Baggy fit
Hits at knee
Vintage inspired

Mid rise

SHORTS



Loose
through hip
and thigh

Hits at
knee

FIT PORTFOLIO



SUPER BAGGY JORT

Big on comfort, bigger on style. Our Super Baggy Long Shorts pair a flattering mid rise with an ultra-baggy fit.

Mid rise

Zip Fly

Baggy
Through the
seat

SHORTS

FIT PORTFOLIO



Non Stretch



UTILITY SHORTALL

Nothing beats a pair of Utility Shortalls. We designed them with a relaxed fit and classic details like metal hardware and adjustable suspenders.

SHORTS

Mid length



Relaxed fit



FIT PORTFOLIO



SHAPING BERMUDA SHORTS

A classic summer style with a frame-flattering, curve-flattering silhouette.

Stretchy denim with the perfect give and a built-in tummy panel that smooths and supports.

Designed to
flatter your
curves

Mid length

Mid rise

SHORTS

FIT PORTFOLIO



BUTTON FRONT SKORT

All the style of a skirt meets all of the function of shorts. Our Button-Front Skirt keeps things easy with a flattering low rise and classic denim construction.

Regular
through the
thigh

Made
with
classi
c non
stretc
h
deni
m

Mid rise

SKIRTS

PLATFORM



ICON SKIRT

Mid rise
Easy through the hip and thigh
Button fly
Cult classic

Button fly

Mid rise

SKIRTS

PLATFORM





ANKLE COLUMN SKIRT

Versatile and easy as a midi skirt
Flattering Mid Rise
Casually cool and a little '90s
Ankle Skimming



PLATFORM

Button fly

Ankle Skimming



YOKED WESTERN SKIRT

With a touch of Western
Cut with Flattering High Rise
Yoke Detailing
Ankle Skimming

SKIRTS

PLATFORM

High Rise

Midi Length



Thank you

LEVI'S®