



Levi's®

**FALL WINTER 26
IN-STORE TRAINING GUIDE**

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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

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 501st 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.



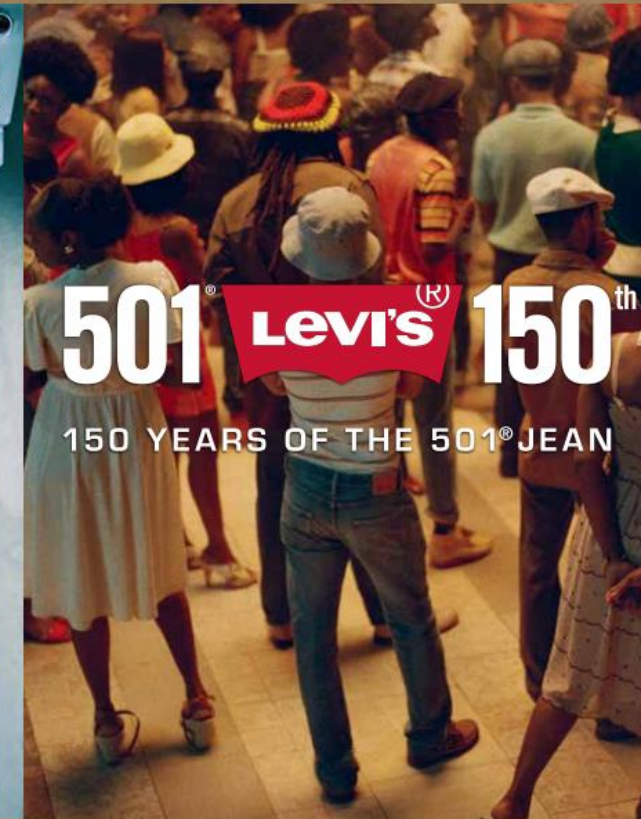
2017

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.

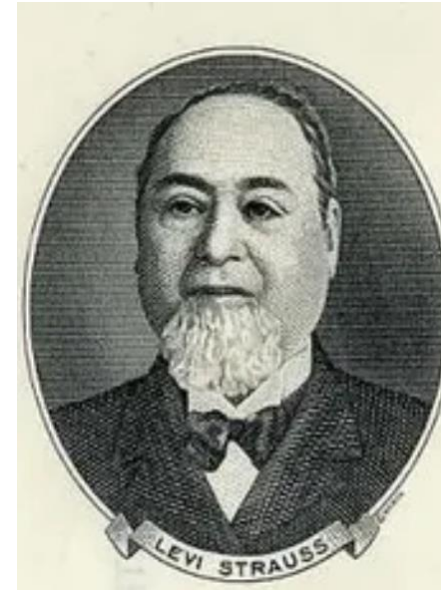
THE ICONIC 501® ORIGINAL IS ONE OF THE MOST EMBLEMATIC PIECES OF AMERICAN CLOTHING EVER MADE.

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.

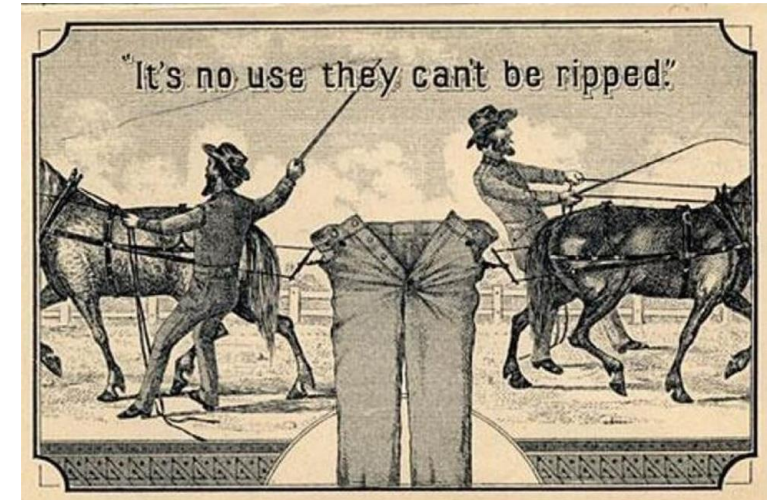


THE HISTORY OF THE BACKPATCH

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

*Loose Prep &
Back To School
501 Loose & Loose Taper*

OCT - DEC

*Levi's For Winter
Layers & Outerwear*

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.

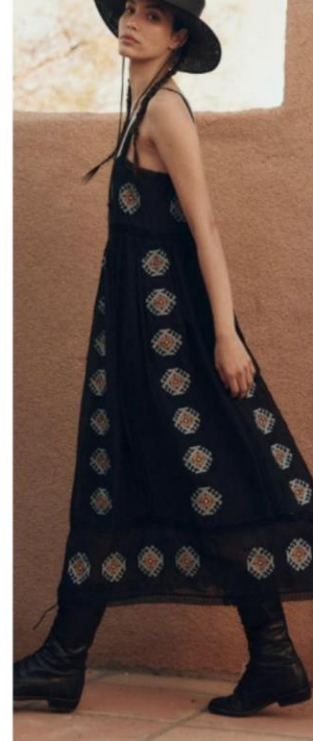
Summer Lifestyle is about ensuring we own summer, capitalizing on the Buy Now Wear Now moment. The demand is there and now we will meet that opportunity with intent.

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 LOOKS



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

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



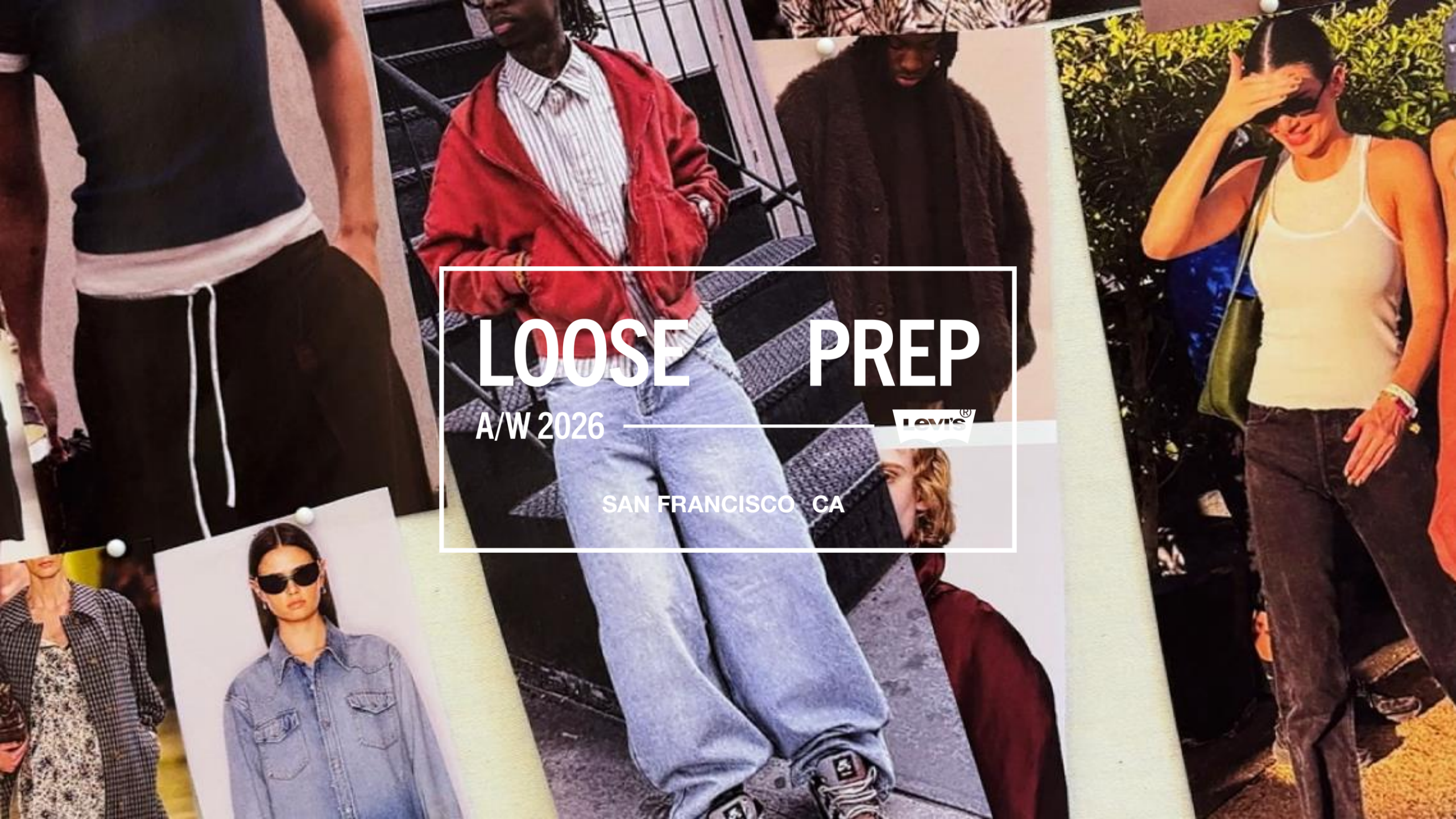
007ZA-0000
SMALL CASEY
MARS RED

★ KEY LOOK

D1 WOMEN JULY

YOUTH SEGMENTATION





LOOSE PREP

A/W 2026

Levi's®

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
Alicia 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
ALLICE 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 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 WINTER26



0083C-0001
SARATOGA VEST
RALEIGH CAMO



00302-0009
LS WORKER WW
TEX FOREST CAMO



A7367-0021
568 LOOSE STRT DBL KNEE
RALEIGH CAMO

KEYLOOKS



LET'S GET FUZZY
D3 Oct - Dec

Levi's®

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



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



007W0-0015
FRIDA WOOL CREWNECK SWEA



0082T-0000
SWEATHEART BUSTIER
BIG BRAG BUSTIER



0081W-0008
RIBCAGE SLIM
GATE KEEPING

KEY LOOKS



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

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 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

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
SUPERBLOOM 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 OV M'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 - 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



0089R-0001
BELTED MINI SKIRT
MINE TIME PSK

☆



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



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

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 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

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
SUPERBLOOM 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 OV M'S
FOXTROT BROWN



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

KEY LOOKS

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



VM Guidelines

Side Hanging

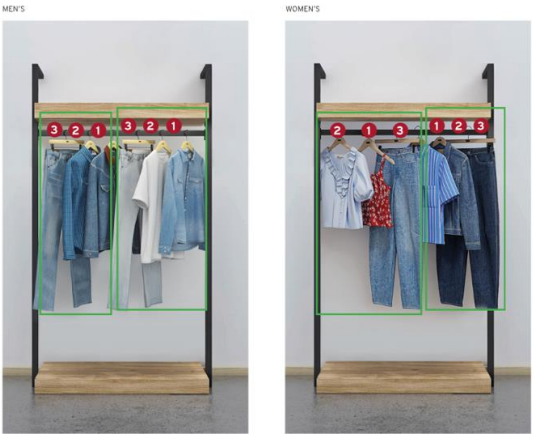
- Offer outfits and Head-to-Toe wardrobe solutions
- Build each bay as a « look » for a mannequin
 - 2/3 outfits per bay for Indigo & Pioneer



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.

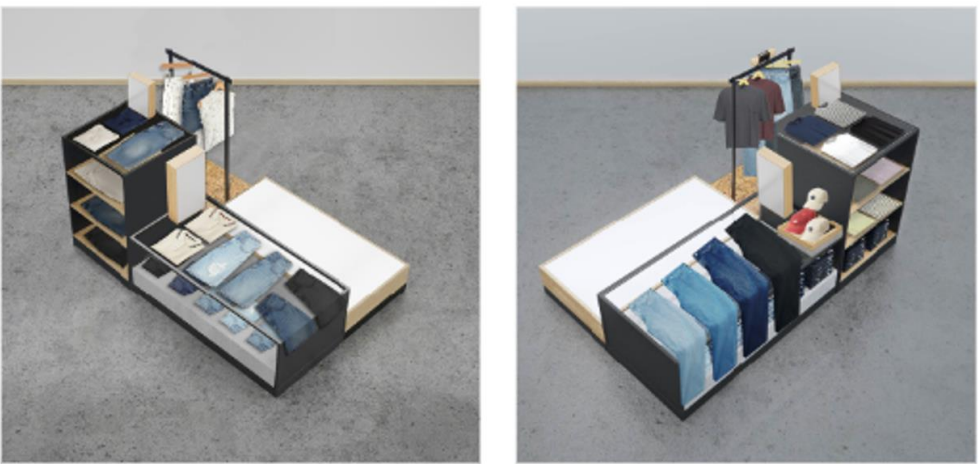
- A seasonal top
- A layering piece - t-shirt, tank, outerwear, outer layer, hoodie, trucker
- A bottom, dress, skirt, short, jumper, etc.
- Repeat



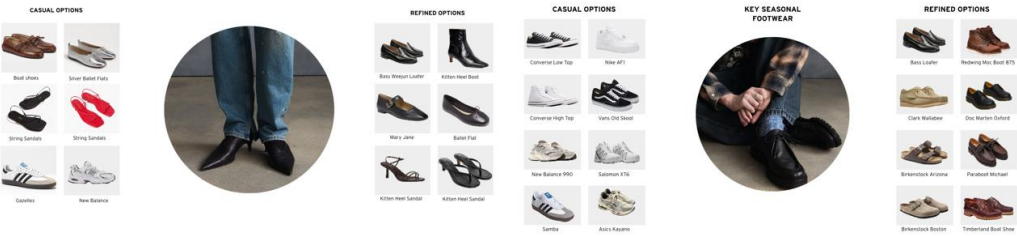
KEEP IT LOOSE

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



VM GUIDELINES



501® RELAXED

Our iconic 501® with a relaxed fit
Extra room through seat and leg
Classic straight leg and button fly

Features our iconic
straight leg



SKINNY TO RELAXED

MENS FIT PORTFOLIO



Zip Fly



Skinny Leg

510[®] SKINNY

Ultra-streamlined skinny fit
Designed to highlight your shoes
Part of Levi's[®] Flex

SKINNY TO RELAXED

Sits at the waist



Medium Stretch
(20%-40%)

MENS FIT PORTFOLIO



555™ RELAXED STRAIGHT

Sits at waist, straight leg
Relaxed through seat and thigh
Distinct “anti-fit” for more room

→
Straight leg

←
Zip fly

↘
Mid rise

↖
Relaxed through
seat and thigh

SKINNY TO RELAXED

MENS FIT PORTFOLIO





Loose
through hip &
thigh

565™ LOOSE STRAIGHT

'90s-inspired loose fit
Sits low, roomy through seat and thigh
Finished with a classic straight leg

Straight Leg

LOOSE TO BAGGY



Low Rise

No stretch

MENS FIT PORTFOLIO





↗
Baggy through
seat and thigh

LOOSE TO BAGGY

578™ BAGGY

Sits at waist
Baggy through seat and thigh
Wide leg, '90s inspired



↖
Sits at waist

↘
Wide leg

MENS FIT PORTFOLIO





Zip-fly

Size up for
baggier look

With wide leg cut

LOOSE TO BAGGY

NEW FIT



EXTRA BAGGY

Our baggiest fit yet
Sits at the waist
Just-right wide-leg cut



Sits at the waist

No Stretch

MENS FIT PORTFOLIO





5-Pocket Styling

Hits At The Knee

SHORTS

469™ LOOSE SHORTS

Bold '90s style
Ultra-comfy, perfectly loose shorts
Pair with an oversized button-up



Zip-Fly & Sits below the Waist

No Stretch

MENS FIT PORTFOLIO



NEW FIT



470™ BAGGY SHORTS

The ultimate '90s comeback
Low rise, ultra-loose fit
Perfect mid-length cut

5-Pocket Styling

Hits At The Knee

Wide Leg

Low Rise

No Stretch

SHORTS

MENS FIT PORTFOLIO



XX CARGO STRAIGHT

Zip Fly

Relaxed fit finished
with straight leg

Utility pockets

All-day comfort, classic style
Relaxed through seat and thigh
Sits naturally with a straight leg

Mid rise

No Stretch

MEN BOTTOMS

NON-DENIM FIT



NEW FIT



710™ SUPER SKINNY

Skinniest leg in our collection
Easy mid-rise, sleek silhouette
Supersoft Stellar Stretch with recovery

Mid rise

Zip fly

Skinny

WOMENS BOTTOMS

NEW FASHION FITS



NEW



720™ HIGH RISE SKINNY

Flatters your waist and holds you in
Extreme Stretch
High Rise
Zip Fly

Slim through
hip and thigh

High Rise

Super Skinny
Leg

BAGGY & LOOSE

FIT PORTFOLIO



HIGH WAISTED STRAIGHT

Timeless high-rise straight fit
100% cotton, non-stretch denim
Classic zip fly and 5-pocket styling



WOMENS BOTTOMS

NEW FASHION FITS



NEW FIT



HIGH WAISTED MOM JEAN

Vintage-inspired, sits high on the waist
Flattering high waist, tapered leg
Effortless with sneakers or dressed up

Tapered

High Rise
& Zip fly

Relaxed
through hips
& thigh

WOMENS BOTTOMS

NEW FASHION FITS





5-Pocket Styling

90s inspired

BAGGY & LOOSE

'94 BAGGY

Vintage-inspired with a modern mid-rise
Straight leg, loose through hip and thigh
Made with recycled cotton fibre

Straight Leg



Mid Rise

Loose fit

FIT PORTFOLIO



With waist
adjusters

CINCH BAGGY

Classic baggy look, no waist gap
Flattering high rise, relaxed fit
Back adjusters for a tailored fit

Baggy through the
legs

BAGGY & LOOSE



High Rise

Relaxed fit

FIT PORTFOLIO



With waist
adjusters

Relaxed leg

BAGGY & LOOSE

NEW FIT



CINCH FLARE

Flattering mid rise
Loose fit, just-right flared leg
Non-stretch



Mid Rise

Cut with Flared Leg

FIT PORTFOLIO



CINCH BARREL

Classic baggy look, no waist gap
High rise with a curved leg
Back adjusters for a tailored fit

With waist
adjusters

Barrel fit

BAGGY & LOOSE

FIT PORTFOLIO

High Rise

Tapered fit



MIDDY LOOSE BOOT

Mid-rise, comfortable and flattering
Seam detailing for a modern bootcut leg
Laidback, loose fit

Loose through seat
& thigh

Mid Rise

Wide leg

BAGGY & LOOSE

FIT PORTFOLIO



NEW



MIDDY BALLOON

Flattering mid rise
Balloon, loose fit
100% cotton, 5-pocket styling

Loose through seat
& thigh

Mid Rise

Tapered

BAGGY & LOOSE

FIT PORTFOLIO



NEW



MIDDY WIDE LEG

Airy, breathable, lightweight denim
Wide-leg silhouette
Non-stretch, 5-pocket styling

Wide Leg
Silhouette

Mid Rise

Relaxed Fit

BAGGY & LOOSE

FIT PORTFOLIO





Zip-up



NEW FIT



SUPERLOW BOOT

Iconic 2000s low-rise look
One of our lowest rises ever
Classic bootcut leg with a hint of stretch

Modelled after Levi's
superlows from 00's



One of our lowest
rises ever



Bootcut leg



Button &
Zip-up close



SUPERLOW LOOSE

Straight out of the '00s
One of our lowest rises ever
Iconic straight leg



Straight out '00's



Low rise



Wide leg

NEW



BELTED SUPERLOW LOOSE

One of our lowest rises ever
With an adjustable belt
Non-stretch, 5-pocket styling

Matching Denim
Belt

Low Rise

Relaxed
Loose Leg

BAGGY & LOOSE

FIT PORTFOLIO





Zip Fly & High Rise

CINCH MID THIGH SHORT

Flattering high rise
Perfect mid-thigh length
Back adjusters for a tailored fit

Baggy shorts

BAGGY & LOOSE



With waist adjusters

FIT PORTFOLIO



Easy, relaxed
silhouette



SHORTS

HIGH WAISTED MOM SHORT

High-rise fit with cut-off hem
Super-skinny leg, universally flattering
Sculpt Hyperstretch holds its shape

PLATFORM



High Rise



Vintage inspired



NEW FIT



MIDDY JORT

Comfortable, flattering, easy to wear
Perfect mid rise
Just-right inseam, classic denim

Non stretch
denim

Mid Rise

Cut with
baggy fit

SHORTS

PLATFORM



Zip Fly & Low Rise

BELTED MINI SKIRT

Denim mini skirt with matching belt
Low rise, relaxed fit
Non-stretch

No Stretch

With matching belt

BAGGY & LOOSE

FIT PORTFOLIO





5 Pockets

A-line Skirt

SHORTS



SKORT

Skirt silhouette with shorts underneath
Flattering mid rise, A-line shape
Handy 5-pocket design

Y2K Inspired

PLATFORM



Mid Rise

Shorts





Adjustable straps

Button close

Relax fit

VINTAGE OVERALL

Authentic vintage overall details
Better with age and wear
A seasonless closet staple



Straight leg



VINTAGE SHORTALL

Authentic vintage shortall details
Modern stretch-infused denim
A timeless, seasonless classic



PLATFORM

Thank you

LEVI'S®