



LEVI'S® WOMEN
FALL/WINTER 2016





**THE FALL 2016 COLLECTION IS ABOUT
QUALITY OF LIFE - THE THINGS THAT ARE
IMPORTANT TO US. QUALITY TIME, SPACE,
BEING WITH FRIENDS AND FAMILY,
GOOD FOOD AND GOOD HEALTH.**

**IT'S THE EPITOME
OF THE CALIFORNIA DREAM.**

**GRAB YOURSELF A GOOD CUP OF COFFEE,
TAKE A DEEP BREATH OF FRESH MOUNTAIN
AIR.**

WELCOME TO THE GOOD LIFE

THE LEVI'S PRODUCT TEAM

COLOURSTORIES H216



DRS, FEMININE TOPS,
ITERNS, SOFT COZY

DELIVERY 1
GOOD LIFE

DELIVERY 2
COFFEE IN THE MOUNTAIN



WARM LAYERING, HOLIDAY OUTFITTING,
SILK & DRAPEY TOPS, STARS.

DELIVERY 3
STARRY NIGHT

FW 16 BIG BETS WOMEN

LEVI STRAUSS & CO.

ICONS_501 FAMILY

LEAD WITH THE 501CT

- Most commercial fit
- Deliver Best of Red Tab Expression through elevation of fabric and details

NEW! 505 C: ICONIC JEANSWEAR LOOK

- An easy fit-heritage inspired slim/straight leg
- Address the return to authenticity

501 SELVEDGE AS OUR MOST ICONIC FIT

- Keep a strategic investment in 501 – For the ultimate levi's fan
- Offer it in a true authentic L&F that addresses vintage revival

WEDGIE FOR A VINTAGE L&F

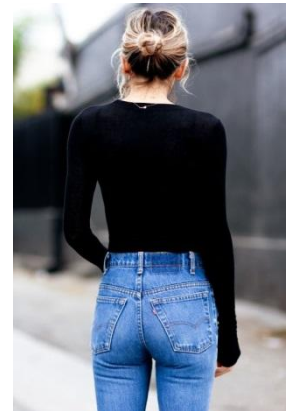
- Most progressive fit in the portfolio

DRIVE NEWNESS THROUGH NEW FABRICATIONS & DETAILS

- Authentic look and feel with additional comfort thru STF Stretch
- Strong investment in terms of seasonal newness

HIGHER SEASONAL INVESTMENT IN OVERALLS

MAINTAIN SHORTS/SKIRTS



501 CT MEASUREMENTS



Key updates:

- H216 update / Soft transition
- D0 H216 CS will not be in correct fit, mainline CS will be correct.
- Slimmed through the thigh, which will give a slimmed out leg wearing experience, through to the leg opening.
- Overall the slimming of the leg has been reflected in the pattern, not in the measurements.
- Each region will receive a fit correct sample in size 26.

PC5	Style Name	Waist	Low hip / Seat	Thigh	Knee	Leg opening / Bottom	Inseam	F Rise
Non Stretch	501 CT	33	40	22 1/4	15 3/4	13 1/2	28	9 5/8
Stretch	501 CT	32 1/2	39 1/2	22 1/4	15 3/4	13 1/2	28	9 5/8

501 MEASUREMENTS



Key Measurements:

- Front rise: 10 1/8", Back rise: 14 1/8"
- Knee: 15 3/4", Leg opening: 14", Inseam: 32"

Key Characteristics:

- The 501® Original Fit jean got updated in H116 to look more vintage inspired with a higher rise, lengthened fly, and slightly slimmer thigh
- Back pockets are larger and back riser is also adjusted
- Will ship unrolled

PC5	Style Name	Waist	Low hip / Seat	Thigh	Knee	Leg opening / Bottom	Inseam	F Rise
	501	31 3/4	39	22 1/4	15 3/4	14	32	10 1/8

WEDGIE MEASUREMENTS



Key Measurements:

- Front rise: 11 1/8"
- Knee: 15 7/8", Leg opening: 12 1/8", Inseam: 28"

Key Characteristics:

- Based on vintage 505's
- Built around the 'awkwardness' of how a vintage jean fits when it is super tight on your butt
- Enhances and accents your waist & butt
- High rise, tight through the seat with slight tapered leg

PC5	Style Name	Waist	Low hip / Seat	Thigh	Knee	Leg opening / Bottom	Inseam	F Rise
	WEDGIE	30 1/4	38 1/4	22 1/4	15 7/8	12 1/8	28	11 1/8

505C MEASUREMENTS



Key Characteristics:

- Authentic 5 pocket look and feel
- Zip fly proposal vs 501
- Silhouette:
 - Girlfriend jean
 - Perfect slim/straight silhouette
 - To address shift towards more straighter and wider silhouettes in Fashion

PC5	Style Name	Waist	Low hip / Seat	Thigh	Knee	Leg opening / Bottom	Inseam	F Rise
STRETCH	505C	29	37 1/2	20 1/2	14 1/2	13	32	9 3/4

* Non-Stretch 505 C measurements are still pending. TBC

505 C MEASUREMENTS



	505 C	501	DIFF	501CT	DIFF	WEDGIE	DIFF	712	DIFF
WAIST	29	31 3/4	-2 3/4	33	-4	30 1/4	1 1/4	27 1/2	1 1/2
SEAT	37 1/2	39	-1 1/2	40	-2 1/2	38 1/4	-3/4		
THIGH	20 1/2	22 1/4	-1 3/4	22 1/4	-1 3/4	22 1/4	-1 3/4		
KNEE	14 1/2	15 3/4	-1 1/4	15 3/4	-1 1/4	15 7/8	-1 3/8	14 1/2	
BOTTOM	13	14	-1	13 1/2	-1/2	12 1/2	-1/2	13	
INSEAM	32	32	=	28	-4	28	-4	32	=
F RISE	9 3/4	10 1/8	-3/8	9 5/8	+1/8	11 1/8	-1 1/8	8 1/2	+1 1/4

PC5	Style Name	Waist	Low hip / Seat	Thigh	Knee	Leg opening / Bottom	Inseam	F Rise
STRETCH	505C	29	37 1/2	20 1/2	14 1/2	13	32	9 3/4

LOT 700

OPTIMIZE THE CORE

- Expand on authentic stretch fabrics across Lot 700
- Launch 95% stretch innovation fabric at better price point in Super Skinny to drive +25% revenue growth in category
- Invest in skinny family through innovation & differentiation
- Create clear POV for each skinny to reduce overlap and maximize seasonal growth opportunities

EXPAND BEYOND THE CORE

- Pinnacle expression of denim leadership & latest innovations to elevate brand equity
- Thru premium fabrications and high impact finishes in combination with selvedge
- Drive incremental growth in all regions



TOPS H216 – BE CONSISTENT

1. CONTINUE TO DRIVE AND GROW OUR ESSENTIALS (50%)

2. ELEVATE THE PRODUCT AT ALL PRICEPOINTS

3. RELAUNCHING THE CORE

4. CONTINUE TO DELIVER FEMINITY

5. WARM – WARMER - WARMEST



WARM



AUTHENTIC DENIM SHERPA



WARMER



WOOL & LEATHER VARSITY



WARMEST



DOWN - FLANNEL LINED



FW 16 BIG BETS MEN

LEVI STRAUSS & CO.

SLIM

505™C SLIM STRAIGHT – Sharp point to drive energy in our slim offer for the leading consumer.

512™ SLIM TAPER – The tapered brother to the 511™. Slim with a narrow leg. Our new volume driving fit.

511™ SLIM – An Icon since right now and our topline marketing message. This is the BIG BET for the season.



PERFORMANCE INNOVATION

501® STRETCH



THE EVOLUTION OF AN ICON.
THE ULTIMATE DO-IT-ALL JEAN.

PERFORMANCE STRONG & STRETCH



PERFORMANCE FABRICS
IN TIMELESS LEVI'S FITS.

COMMUTER



THE PINNACLE OF
CONSUMER INNOVATION.

A close-up photograph of a man with a beard and tattoos on his hands, adjusting the collar of a green jacket. He is wearing a grey shirt and a red tie. The background is dark blue.

WARM
WARMER
WARMEST

STAYING WARM IN STYLE

THE 501CT - UPDATE

	CURRENT 501CT	UPDATED 501CT	DIFF		ORIGINAL 501	DIFF
WAIST	34 1/4	33 1/4	-1		33 1/2	+1/4
SEAT	43	41 3/4	-1 1/4		42 3/4	+1
THIGH	23 3/4	22 3/4	-1		23	+1/4
KNEE	17 1/4	16 1/2	-3/4		17	+1/2
BOTTOM	13 3/4	13 3/4	0		16	+2 1/4
INSEAM	31	31	0		32	+1
F RISE	12	CURRENT 501CT	-1		11 1/4	-1/4
B RISE	15 1/2	15	-1/2		14 1/2	-1/2
BALANCE	SIDE	SIDE			SIDE	



KEY LEARNINGS:

1. The CURRENT 501® CT was being sized down by Consumers. The new fit top block is now closer to Original 501®.

2. UPDATE TO THE FIT, CREATE NEW PC5

UPDATED 501CT



THE 512 LAUNCH

	CURRENT 511	NEW 512	DIFF
WAIST	33 1/2	33 1/2	0
SEAT	40 1/2	41 1/2	+1
THIGH	22 3/4	22 3/4	0
KNEE	16 1/4	15 3/4	-1/2
BOTTOM	14 1/2	12 3/4	-1 1/2
INSEAM	32	31	-1
F RISE	10 1/8	10 3/4	+5/8
B RISE	14	14 3/4	+3/4
BALANCE	CENTER	SIDE	SIDE

KEY LEARNINGS 511:

- 1.511 very relevant and very positive response especially to the fit of the Top Block.
2. Consumers were asking for a top block similar to 511, but with a greater taper to the leg opening.

512 FIT PROFILE:

- 1.511 SLIM is the new standard.
2. Taper's can be super commercial
3. Consumers are looking for different takes on the slim aesthetic.
4. Capitalize on 511 success with a slim taper

KEY LEARNINGS 520:

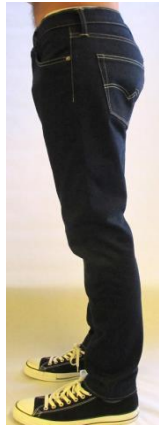
1. No Consumer in any Region wore the 520 as it was originally intended
2. Most consumers sized down by 2 sizes
3. Opportunity to expand the look achieved by downsizing the 520

	520 size 30	NEW 512	DIFF
WAIST	33 1/2	33 1/2	0
SEAT	41	41 1/2	+1/2
THIGH	22 1/2	22 3/4	+1/4
KNEE	15 1/2	15 3/4	+1/4
BOTTOM	12 1/2	12 3/4	+1/4
INSEAM	31	31	0
F RISE	10 3/4	10 3/4	0
B RISE	14 3/4	14 3/4	0
BALANCE	SIDE	SIDE	

NEW 512



THE 512 LAUNCH



CURRENT 511



CURRENT 520



505C LAUNCH

505C FIT PROFILE:

- 1.511 SLIM is the new standard.
2. Consumers are looking for different takes on the slim aesthetic.
3. Vintage rock inspired slim drainpipe fit.
4. Progressive Consumer.

KEY LEARNINGS:

1. Stretch was a great add to the 505C as Consumers were looking for additional Comfort
2. LAUNCHING THE 505C IN STRETCH & NON STRETCH as a SLIM

	CURRENT 511	NEW 505C	DIFF
WAIST	33 1/2	33	-1/2
SEAT	40 1/2	41 1/2	+1
THIGH	22 3/4	22 1/2	-1/4
KNEE	16 1/4	15 1/2	-3/4
BOTTOM	14 1/2	14	-1/2
INSEAM	32	32	0
F RISE	10 1/8	10 3/4	+5/8
B RISE	14	15 1/4	+1 1/4
BALANCE	CENTER	SIDE	SIDE

CURRENT 511



NEW 505C



SKINNY FAMILY – 510 UPDATE

	CURRENT 510	UPDATED 510	Diff	CURRENT 519	Diff
WAIST	33 3/4	33 3/4	0	32 1/2	-1 1/4
SEAT	39 1/4	39 1/4	0	37 1/2	-1 3/4
THIGH	21 1/2	21 1/2	0	20 1/4	-1 1/4
KNEE	15 1/4	15 1/4	0	14 1/4	-1
BOTTOM	13 1/2	13	-1/2	12 1/4	-3/4
INSEAM	31	31	0	31	0
F RISE	11 1/2	11	-1/2	10 1/8	-7/8
B RISE	15 1/4	15	-1/4	14 1/2	-1/2
BALANCE	SIDE	SIDE		SIDE	

KEY LEARNINGS 510:

1. Consistent feedback was rise was slightly too high and leg opening could be tighter

2. UPDATE THE 510

1. Slightly Lower Rise
2. Slightly tighter leg opening

KEY LEARNINGS 519:

1. 519 had an Excellent reception & being able to offer something tighter than the 510 was Crucial

2. Enough difference to have both the 510 & 519 in the Global Fit Offer

3. HOW BIG IS BIG WITH THE 519

CURRENT 510



UPDATED 510





Levi's[®]

THANK YOU