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### **THE LEVI'S® BRAND OPENS BESPOKE TWO-STORY STORE ON AMSTERDAM'S BUSIEST SHOPPING STREET**

AMSTERDAM (December 8, 2011) – The Levi's® brand this week will open a new bespoke two-level store on Amsterdam's busiest shopping street, Kalverstraat. The 250 sq. meter store, which boasts a six-meter ceiling, combines the brand's signature craftsmanship and authenticity with color and reclaimed materials to create a vibrant and youthful shopping destination for Amsterdam residents and visitors. The store will also serve as a cultural events venue featuring creative readings, exhibitions and performances from local artists and pioneers.

The store is heavily anchored in the idea of reusing and restoring existing and locally sourced materials. Underpinning the company's deep-rooted commitment to sustainability, the majority of the store's interior has been crafted using reclaimed materials.

- Church benches have been stripped and repurposed to display the Levi's® brand's iconic jeans
- Product display cases were created using reclaimed steel pipes painted fuchsia, lime green, orange, blue and yellow and recrafted into a structural framework that mimics scaffolding
- Old bikes, recovered from Amsterdam's famous canals, have been hung from the floor and walls, creating a distinctly local atmosphere in the space

"Amsterdam is a key shopping destination for progressive, style-conscious consumers," said Stefan Otte, General Manager Levi's® for Benelux & Scandinavia. "The Amsterdam Levi's® store will offer consumers the best in classic, cool and sexy Americana clothing and marks the next exciting move for Levi's® in The Netherlands."

The ground floor of the new Levi's® Store is dedicated to women's product and offers a great selection of fits and finishes of Levi's® Curve ID™ jeans. Men's product is found on the first floor where the focus is on the Best of Levi's® collection - pinnacle products inspired by the unique heritage of the brand and recast in a modern light. Consumers will

also be treated to a sneak peek of key pieces from Levi's® new Spring/Summer 2012 collection.

The Levi's® brand plans to host a broad range of creative events in the store space including expositions, workshops, readings, book- and album presentations. To celebrate the opening and showcase the unique character of the store, the promising young director Paul Geusebroek created an inspirational video trailer, which you can watch [here](#). Future in-store events will be announced on Levi's® Facebook page.

### **ABOUT THE LEVI'S® BRAND**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [www.levi.com](http://www.levi.com).