

News - December 1, 2010

The Levi's® Brand and Pictory Present "Secrets of Inspiring Women"

SAN FRANCISCO (December 1, 2010) – Today, Levi's®, the original, definitive jean brand, and Pictory announce "[Secrets of Inspiring Women](#)" -- a Levi's®-sponsored photographic showcase celebrating inspirational women on Pictorymag.com. Inspired by [Shape What's to Come](#), Levi's® global initiative and web community which is designed to inspire and empower millennial women, photographers were invited to submit self-portraits and tell the story of getting to where they are as a woman, their mentors along the way, how they're impacting others and share advice for the next generation.

"Pictory is thrilled to partner with the Levi's® brand to enable young women to tell the stories behind the pursuit of their passions and potential through photography," said Pictory founder Laura Brunow Miner. "I love how the Levi's® brand has taken up the charge to connect women by interests and industries to empower one another. The Levi's® brand is a leader in encouraging creative expression: they've worked with an impressive array of indie photographers and filmmakers, produced community spaces for creative output through their Workshops series, all while staying true to the roots of their 150-year-old company. It's exciting to see them focus their influence as a pioneering brand on impacting the lives and careers of countless young women."

Photographer Maren Celest joined Pictory founder Laura Brunow Miner to guest curate the showcase. Renowned for film-based images, Maren recently shot Levi'sShape What's to Come Ambassador portraits. In addition to photography, Maren is a member of the Cashmere Clubhouse art collective. She also sings and plays the ukulele, keyboard and banjo in her band, The Photographers.

"As a pioneering brand, Levi's® has long inspired people from all walks of life to go forth and pursue their passions," said Maren Celest. "I'm delighted to be working with the Levi's® brand, and in partnership with Pictorymag.com, to encourage dynamic young women to create new definitions of success and shape what's to come -- for themselves and the world at large."

"The Levi's® brand has been shaping women's fashion since it introduced the first pair of women's jeans 75 years ago," said Mary Alderete, Vice President of Levi's® Global Women's Marketing. "We are building on this legacy to help young women shape their futures. ShapeWhat'sToCome.com, and related projects, are designed to celebrate and inspire the young women who are shaping our world. The Pictory 'Secrets of Inspiring Women's photographic showcase is a perfect vehicle for women to share the stories of their inspiration, growth and desire to shape what's to come."

ShapeWhatsToCome.com

ShapeWhatsToCome.com recently launched in the United States, United Kingdom and

Japan. Twenty inspiring millennial “ambassadors”, engaged by the Levi’s® brand and living in the U.S., UK and Japan, ranging from up-and-coming artists and performers to twenty-something entrepreneurs and advocates for social change, will enrich the community with the fruits of their efforts.

“The Shape What’s To Come initiative builds on the Levi’s® brand global commitment to empower young women to shape their futures by pursuing their passions and potential,” added Alderete. “It’s not just about being the biggest jeans brand for women—it’s also about being the most relevant and beloved brand. We want to provide millennial women around the world with products and opportunities that fit her – both literally and figuratively.”

Millennial celebrities, who are shaping the future, including Zooey Deschanel of She & Him and singer/songwriter Janelle Monae hosted videocasts on Shape What’s to Come.com sharing their personal journeys. Millennial women are invited to join the discussion at www.shapewhatstocome.com.

ABOUT PICTORY

Pictorymag.com is a showcase for people around the world to document their lives and cultures. Anyone can submit one large, captioned image to each of Pictory’s editorial themes. The best photo stories are proofed, edited, and polished into a magazine like showcase. Pictory has been featured in the Los Angeles Times, the New York Times, Entertainment Weekly, Fast Company, 7x7 Magazine, and dozens of other print and web publications.

ABOUT THE LEVI’S® BRAND

The Levi’s® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss 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. For more information about Levi Strauss & Co. visit www.levistrauss.com.

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