

Fashion FORECAST

Quality Fashion Available At Every Price

(NAPSA)—There's one true blue way to improve on blue jeans—offer this fashion classic for less.

Levi Strauss, creator of the original blue jean, is doing just that. Celebrating its 150th anniversary this year, the company recently launched the Levi Strauss Signature brand of casual clothing for men, women and children, that will be sold in stores such as Wal-Mart.

Today, 31 percent of all jeans sold in the U.S. are sold at retail stores such as Wal-Mart.

According to company CEO Phil Marineau, shoppers have told the company that they want “high-quality jeans at affordable prices from a company they trust.”

The Signature brand will initially feature a range of denim and non-denim pants and shirts as well as denim jackets. The brand's logo and packaging evoke the company's history. Clothing from this brand will sell for under \$30.

Levi Strauss sold drygoods until 1873 when he patented the rivet and began selling denim work pants. The durable pants quickly became a favorite among miners in the Old West. Today they are one of the most often imitated articles of clothing in the history of apparel.

Hollywood actors playing cowboys and bad boy rebels in the



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1930s, '40s and '50s popularized Levi's, transforming jeans from every day work-wear to a fashion trend.

In 1964, a pair of these jeans wound up in the Smithsonian and a 1999 *Time* magazine cited these as the “best fashion item of the 20th century.”

By making high-quality, classic denim fashion even more affordable, the Levi Strauss Signature brand is making these fashion favorites even more desirable.