

Shrestha Saha
Advetorial Styling



About The Brand

Levi Strauss & Co. is one of the best-known apparel companies in the world, particularly for their jeans. The company's founder, Levi Strauss, and his business partner, Jacob Davis, are credited with inventing blue jeans in 1873, after taking out a patent for denim pants reinforced with rivets. Initially used for workwear, jeans are now a staple of many people's wardrobes, worn as workwear, fashion, and casual clothing by people throughout society and around the world.



Style may be as new as a 'Gen-Z' trend, but they go way back to 1853.



ORIGIN

In 1853, immigrant Levi Strauss had just opened a dry goods store in San Francisco and noticed later the **demand for durable workwear**.

Therefore, he and tailor Jacob Davis created the first manufactured jeans in 1873, the famous 501® jeans. Levi's as a high-quality denim brand was born and would later establish itself as socially progressive, authentic and inclusive.

In the early 1870s, a customer of Strauss', a tailor named Jacob Davis, came up with the idea to use copper rivets to strengthen pants. He purchased fabric from Strauss and made button-fly pants, which were such a hit among customers, he decided to patent them (modern-day Levi 501s).

1870s

Throughout the early 1900s, Levi's maintained a reputation as the clothing of choice for laborers and cowboys, an image it leaned into following the Great Depression.

1900s

In 1950s, The leather patch is replaced by a Two Horse™ patch made of heavy-duty card stock, known as the "leather-like" patch. This is due to the fact that the company was selling products nationally, and it was becoming more expensive to use real leather. In the early 1990s, Levi's helped usher in the concept of casual Fridays, part of a play to help boost its khaki brand, Dockers.

1950-1999

In 2010, the company partnered with Filson, an outdoor-goods manufacturer in Seattle, to produce a high-end line of jackets and workwear. Despite these moves, sales stagnated, and in 2011 Levi Strauss hired Chip Bergh as CEO. In 2017, Levi Strauss & Co. released a "smart jacket", an apparel they developed in partnership with Google. In March 2019 Levi Strauss went public again, and its IPO raised more than \$620 million.

2010s

1847

Strauss immigrated to the US in 1847. He landed in New York City and joined his half-brothers' dry-goods business.

1880s

In 1886, Levi's started including a leather patch on its clothing containing a logo with two horses, a logo that is used even now in 2023.

Over time, the original design of the jeans changed slightly: a second back pocket was added in 1901.

1900-1949

In 1902, Levi Strauss dies at the age of 73. In 1930s, he Depression strikes and the demand for products declines. In 1934, 1934 Levi Strauss & Co. creates "Lady Levi's" the company's first blue jean for women. During World War II, the design of waist overalls is changed due to government mandates regarding the conservation of raw materials.

2000s

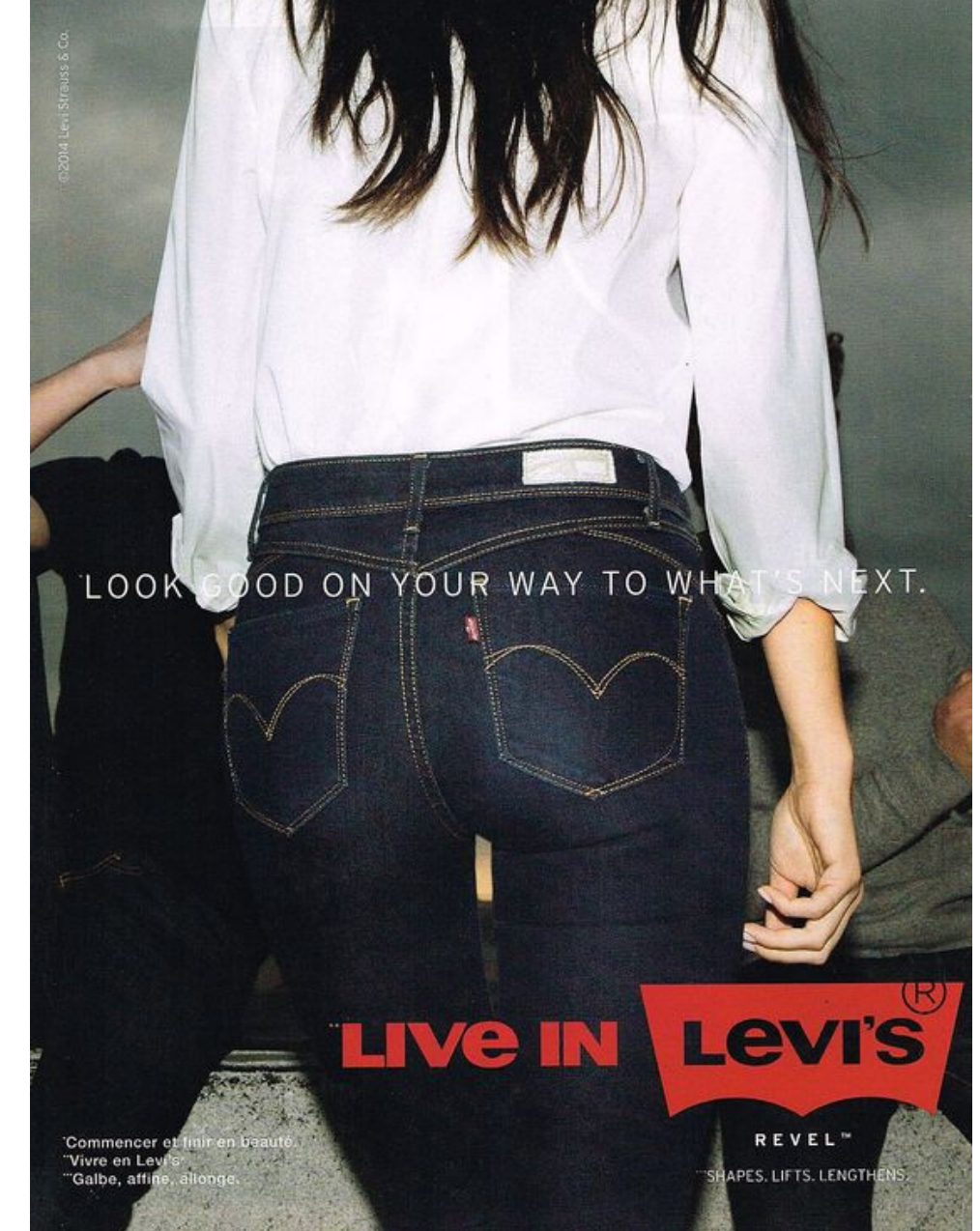
In 2001 after the winning bid, Levis celebrated its return with a reproduction of the 'Nevada,' complete with the shopping and distressing of the original. With only the 501 created they have become a collector's item almost as much as the original. By 2007, Levi Strauss was again profitable after declining sales in nine of the previous ten years.

2020s

In 2020, Levi Strauss & Co. are expected to have completely replaced chemical usage to lasers in order to cut and design ripped parts of jeans. On August 5, 2021, they announced the acquisition of Beyond Yoga, entering into the activewear market. On 2023 they are focusing more on the durability and practical usage of the clothes offered by the brand.

VISUAL RESEARCH

ADVERTISEMENTS





SOCIAL MEDIA

Sourced From:

- Brand Website
- Brand's Instagram Page



levis

Following



levis

Following



Brand Visual Language Analysis

- Minimalistic Backgrounds for photoshoot.
- Outdoor setting or plain white setting for advertisements.
- Casual and semi-formal styling.
- Collaboration influenced styling.
- Message-based campaigns and visual direction.
- Feminine led brand ambassadors.
- Most models body shape is Ectomorph or mesomorph.
- Green coloured Denims.
- Amicable approach in terms of storytelling.
- Insightful concepts or social issues inspire the brand ads and photoshoots.



Brand's Styling Elements

Clothes

- Blue Jeans
- Coloured denim pants-mostly green.
- Pants
- Tucker Jackets
- Blazers
- Chinos
- Joggers
- Shorts
- T-Shirts & Turtlenecks
- Shirts
- Polos
- Sweaters & Sweatshirts
- Innerwear

Make-Up, Hairstyles, Accessories

- Minimalistic Jewellery.
- Natural Hairstyles- Open Hair or Hair Updo or Ponytails.
- Minimalistic Makeup Or Colour-Co-ordinated Eye Make-Up.





ADVETORIAL AIM

An advetorial focusing on pairing Levi's' clothes for both formal/semi-formal event and casual events to promote the versatility of their products in terms of styling.

Concept Note:

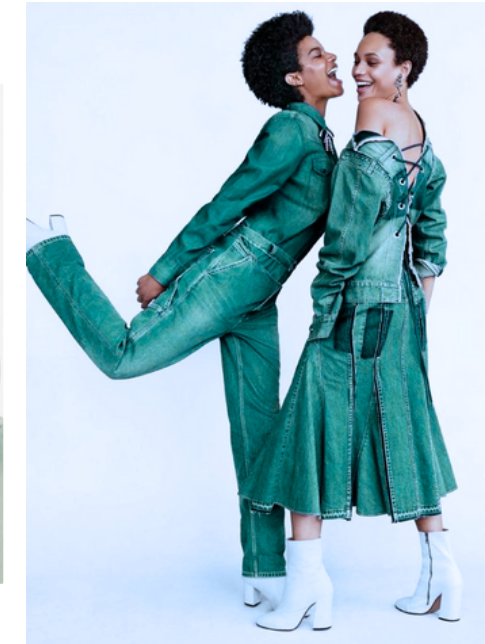
Levis , originally started as 'workwear' for the lower class of the society but it eventually became a widely used brands between all stratas of society.

Since it is often paired with casual the usage of the brand's denims is often neglected in terms of 'workwear' among all stratas of society in today's world.

The functionality of the brand's clothes being worn both at serious and casual and serious events could be better highlighted. Hence, an advetorial focusing on pairing Levi's' clothes for both formal/semi-formal event and casual events could be done.

The moodboard has been made specifically for the advertorial shoot.

MOODBOARD



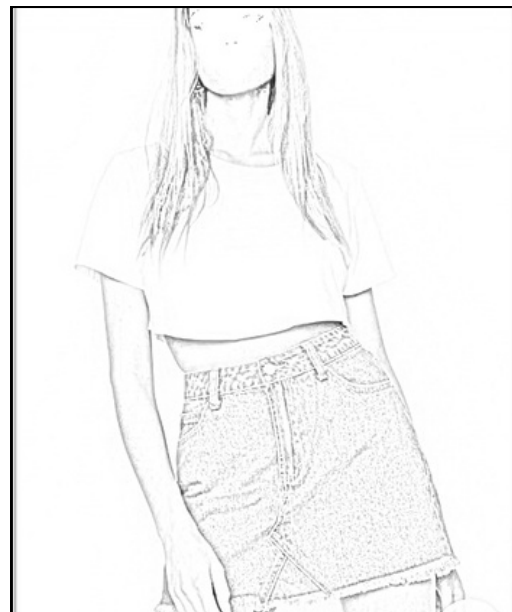
formal meets fun



Pose References for Photoshoot Frames and Composition.



Dynamic and motion poses to show the flexibility of the clothes and practicality of the style statement.



Full shots and close ups to show the styling and detail of the garments.

Storyboard for shoot ideation



Setting - White backdrop with white surroundings.

Styling Elements

Outfit 1- formal style

Denim jeans - green colour

T-shirt

Blazer

Tie

Loafer Shoes

Green eye make-up

Hair Updo

Outfit 2-fun style

Turtleneck top

Denim skirt

Denim pant styled as bolero jacket

Pendant

Earring

Light blue eye make-up

Boots

Sling Bag



dww_sum



Formal meets *fun*



Social Media Post

Gif

Magazine

Cover

VOGUE



OCTOBER
2023
ISSUE. 20

LIFESTYLE &
URBAN CULT

CELEBRITY'S
STYLE SECRETS

STORIES OF
INSPIRATIONAL
WOMEN
YOUNG & OLD

TOP TIPS
HEALTHY
LIFE
& CHOICES

DENIM WAY
EXCLUSIVE

LEVI'S NEW
CAMPAIGN
LAUNCH

SEMESTER 7 ISSUE

LET'S
LEVI'S



Magazine



Magazine



The Fun

01

You can purchase and style the following elements from Levis for an easy casual look!

- Turtleneck top
- Denim skirt
- Denim pant styled as bolero jacket
- Pendant
- Earring
- Light blue eye make-up
- Boots
- Sling Bag



October
Edition, 2023

02



03



Magazine



THE MEET

Phasellus aliquet, elit sit amet pellentesque mattis, mi libero mattis enim, et lacinia lacus sapien sit amet tellus. Donec elementum egestas aliquet. Phasellus congue interdum nibh, vitae bibendum ex egestas et. Phasellus in ullamcorper risus, ut egestas erat. Suspendisse potenti. Curabitur sed magna tempus, vulputate magna vel, bibendum purus.



Bust Stand Poster





THANK YOU

