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# A Dynamic Digital Marketing Capability of a 167 years old company



- Established in 1852 in San Francisco



*In 1852, Levi Strauss, an immigrant from Bavaria, opened a dry goods company in San Francisco at the height of the California Gold Rush. While he was working, he recognized a need among hardworking people: clothes built to endure anything. He and tailor Jacob Davis combined copper rivet reinforcements with tough denim, leading to the first manufactured waist overalls in 1873. Today, we call them "blue jeans." Today the company has more than 500 stores worldwide, selling its' products in more than 100 countries. And in 2020 revenues reached 4.53 billion dollars.*



- Takes all the wisdom of our in-store style experts and puts it at consumers' fingertips 24 hours a day.
- Virtual Stylist is built by combining that expertise with artificial intelligence.
- Users are able to receive fashion advice



Innovation

## Levi's® Launches New 'Virtual Stylist' Online Feature

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the Levi's® brand launches a new online feature on [levi.com](http://levi.com), and available through Facebook Messenger – a "Virtual Stylist," which takes all the wisdom of our in-store style experts and puts it at consumers' fingertips 24 hours a day. As the global leader in jeanswear the company is applying its unmatched fit and style expertise to the online shopping experience. (open bullet) Virtual Stylist is built by combining that expertise with artificial intelligence. Users are able to receive fashion advice – available throughout the site – in a conversational tone via their mobile device or laptop, creating a more personalized, easy shopping experience wherever and whenever they want it. The Levi's Virtual Stylist is your personal shopping assistant on [levi.com](http://levi.com). You're always one click away from personalized style and size recommendations. Our chatbot goes beyond algorithms to incorporate the real-life training that Levi's® in-store stylists receive. Drawing on decades of experience helping consumers find the right fit, the Virtual Stylist poses questions like, "How would you like your jeans to fit through your hips and thighs?" to explore shoppers' preferences on leg shape, rise and stretch. It then integrates TrueFit sizing information to deliver tailored recommendations. Not in front of that laptop? You can chat with the Virtual Stylist using Facebook Messenger when you're shopping on the go.

- Crowd-source their shopping decisions using a "Share" function
- can vote for their favourites and comment on the products.
- Easily share products with your friends and receive instant feedback, all through Facebook Messenger



Need another opinion? Consumers will be able to crowd-source their shopping decisions using a "Share" function that lets them send product options to their friends who can vote for their favourites and comment on the products. Want a 2nd (or 10th) opinion on those Levi's? Easily share products with your friends and receive instant feedback, all through Facebook Messenger. Perhaps you're unclear on how to best style those new 501® Skinny jeans? The "See It Styled" function uses image recognition technology to bring up a gallery of user-generated photos, allowing shoppers to see how other consumers are wearing their Levi's® jeans. Just a click to get instant style inspiration. Browse through images and see how people are Living in Levi's® across the world.





## New Technologies and Ecommerce

Will improve the consumer shopping experience and, ultimately, drive online sales.

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## New Technologies and Ecommerce



Will improve the consumer shopping experience and, ultimately, drive online sales.

*"No matter where the consumer chooses to shop, we want to give them a personalized experience that leverages our expertise in fit and style to address the biggest challenge of finding the pair of perfect-fitting jeans." Marc Rosen, executive vice president and president of global ecommerce*





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