

® Levi's
curve ID
TRAINING GUIDE



Confidential & Proprietary
Information of Levi Strauss & Co.
Updated January 2011



**CUSTOMERS AROUND THE WORLD LOVE THE NEW
LEVI'S® CURVE ID JEANS!**

WHAT'S NEW FOR SPRING 2011

The launch of Levi's® Curve ID in Fall 2010 has delivered an unprecedented and overwhelmingly positive response to the brand among women around the world. Both new and returning customers are enjoying a custom fit experience and telling their friends about it.

In fact, the response has been so positive that women are asking for more – more fits, more rises, more fashion finishes and more product detailing.

So, this Spring we are expanding our product offerings to include our new Supreme Curve and our new Classic rise.

WHY A SUPREME CURVE?

Women around the world with a curvier shape have an extremely hard time finding jeans that fit at the waist. Levi's® Supreme Curve is an excellent solution to avoid severe gaping at the waist or a jean that rides too low in the back when she sits down. The addition of this fourth curve will alleviate fit frustrations of a core group of women who are greatly underserved by most jean brands today.

WHY A CLASSIC RISE?

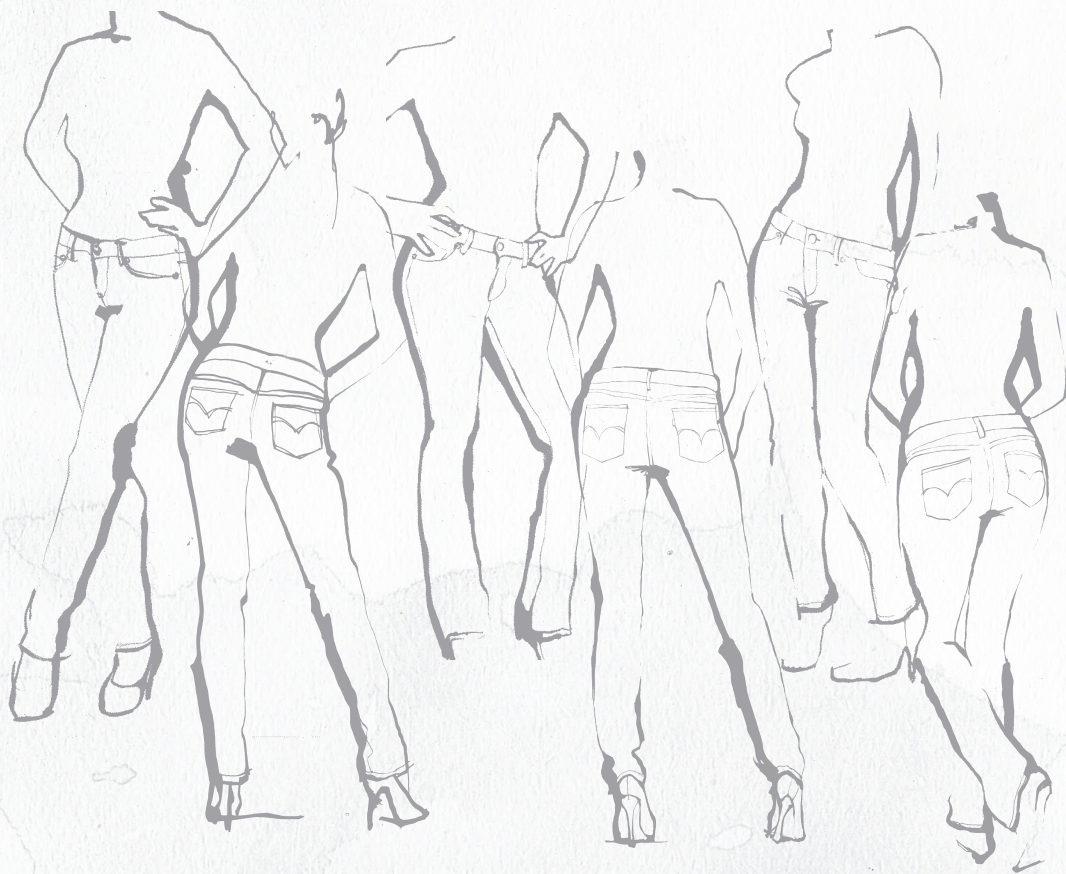
We listened to our customers around the world and there are many women who want a jean that sits slightly higher at the waist for a bit more comfort, without trading off fashion. The Classic rise is about one inch higher than our current Modern rise.



Levi's
curve ID
NEW CUSTOM FITS FOR WOMEN

TABLE OF CONTENTS

Levi's® Curve ID Big Ideas.....	3
Levi's® Curve ID Glossary.....	5
The Back Story: Fit And Shopping Experience Research.....	7
What Our Customers Are Saying.....	10
Levi's® Curve ID Explained	11
A Closer Look At Each Fit	13
Slight Curve	
Demi Curve	
Bold Curve	
Supreme Curve	
Two Rises	19
Classic	
Modern	
The Levi's® Curve ID Fit Experience	20
Opening Lines	
Find Her Levi's® Curve ID	22
Measuring For A Custom Fit: A Balance Of Science And Emotion	
Asking Questions: The Problem–Solution Approach	
Give Her Options: Work With How She Shops	
The Fitting Room Experience	40
Build On The Magic Of Finding The Perfect Fit	
Reassure And Validate Choice	
Training Ideas	43
In Store Fit And Measure Party	
Practice, Role-Plays And Storytelling	
Quiz	
Be A Levi's® Curve ID Expert	54



LEVI'S® CURVE ID BIG IDEAS

Levi's® Curve ID jeans are made to fit the curve of a woman's body. It's a collection of custom fits based on her shape, not her waist size.

It's shape not size.

Today, with the introduction of the Supreme Curve, our four fits deliver a custom fit experience for 90% of women around the world.

Slight Curve *Demi Curve* *Bold Curve* *Supreme Curve*

LEVI'S® CURVE ID DELIVERS:

- Custom fits for women based on their individual body type
- Levi's® Curve ID is about shape, not size
- These four distinct fits meet the needs of 90% of women worldwide

NEW FOR SPRING 2011: Levi's® Curve ID will offer two rises - a new Classic rise and our Modern rise. The Classic rise sits slightly higher on her waist while the Modern is the original Levi's® Curve ID rise, launched in Fall 2010. Both the Classic and Modern rise are offered in diverse leg openings and finishes to meet her fashion needs

NEW FOR SPING 2011: Supreme Curve is designed for a woman with more shapely curves than the Bold Curve. The Supreme Curve is offered in the full range of leg openings and finishes but Modern rise only.

LEVI'S® CURVE ID GLOSSARY

TERM	PRODUCT NAME	DEFINITION
SYSTEM	LEVI'S® CURVE ID	Levi's® Curve ID is the collection of custom fits for women. It's based on the ratio between your seat and hip measurements. It is based on a woman's shape, not waist size. ("Your Levi's® Curve ID is Bold Curve")
FIT	SLIGHT CURVE DEMI CURVE BOLD CURVE SUPREME CURVE	Levi's® Curve ID is our branded fit system and every season, even when style details change, the fit will always be consistent.
RISE	MODERN, CLASSIC	Two style options that are based on a woman's preference of how she likes to wear her jeans. For example, the Classic rise is slightly higher than the Modern rise.
LEG OPENING	SKINNY, STRAIGHT BOOT SKINNY BOOT	Multiple style options based on a woman's preference or how she likes to wear her jeans. For example, she might prefer a skinny leg vs. a boot.

Slight Curve



Demi Curve



Bold Curve



Supreme Curve



THE BACK STORY

“SEXY” COMES IN ALL SHAPES AND SIZES. WHY DON’T JEANS?

That’s the question we started asking ourselves.

The current industry standard is to talk about leg opening --- there is bootcut, skinny, low rise, boyfriend, ankle, etc., But there is often only one top block (which is the cut of the jean from the waistband through the hips and butt)

Levi’s® Curve ID jeans are different. We now have four top blocks for four body shapes.

Slight Curve

Demi Curve

Bold Curve

Supreme Curve – new this Spring

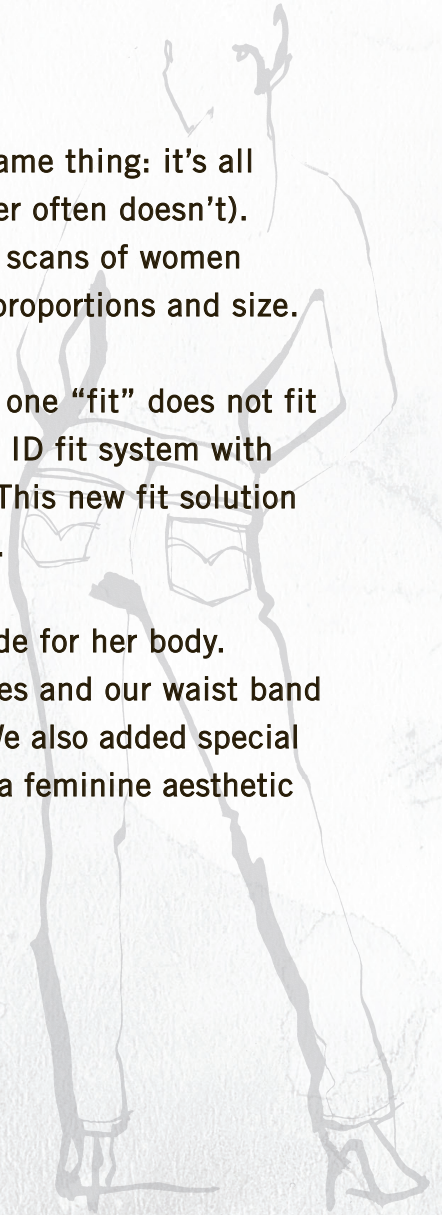
Given the range of our four top blocks, women are much more likely to find a perfect fitting jean than with other brands because our top blocks are designed specifically for the shape of her body.

RESEARCH

Ask any woman about jeans and she'll tell you the same thing: it's all about the seat and the waist (when one fits, the other often doesn't). We know this because we analyzed 60,000 3D body scans of women around the World to better understand their shape, proportions and size.

Our research confirmed what we've known all along: one "fit" does not fit all women. That is why we created the Levi's® Curve ID fit system with four quintessential fits for four distinct body types. This new fit solution gives every woman a pair of jeans that love her body.

It's more than just delivering a great fitting jean made for her body. Our back pocket also enhances and flatters her curves and our waist band ensures comfort no matter what her size or shape. We also added special rivets, buttons and stitching detail so our jeans have a feminine aesthetic with great quality fabrics and finishes.



TALK THE WAY SHE TALKS

When you connect with your customer it is important to be honest and real. You can do this by using the same language that she would use to describe her fit issues or body type. For example, it is common to hear a woman say when her jeans are too tight they are giving her “a muffin top”, or that she wants jeans that make her “butt look better.” It is okay to use these words but be sure to read your customer’s body language and personal style and take your lead from the words she uses to describe herself.

Be empathetic! If she has a hard time finding jeans that fit let her know that she is not alone!

WHAT OUR CUSTOMERS ARE SAYING:

**"THEY TRULY ARE THE PERFECT FIT. I FEEL AS
THOUGH THEY WERE CUSTOM MADE FOR ME."**

**"THEY FIT PERFECTLY, THEY HUG MY CURVES, AND
THEY ARE HIGH ENOUGH IN BACK AND LOW ENOUGH IN
THE FRONT. I ABSOLUTELY LOVE THEM!"**

**"IT DOESN'T SEEM LIKE THE FIRST TIME I'VE WORN
THEM. THEY'RE TIGHT BUT SO COMFORTABLE!"**

"BEST JEANS I HAVE EVER TRIED ON."

**"THESE JEANS GIVE ME HOPE,
I LOVE THEM!"**

**"I LOVE THE FIT RISE.
NOT TOO HIGH, NOT TOO LOW"**

**"FOR THE FIRST TIME IN MY LIFE,
I FEEL PRETTY AND FEMININE WEARING A PAIR OF SKINNY JEANS.
I REALLY LIKE MY CURVES, AND THIS IS THE FIRST TIME MY THIGHS
DON'T LOOK BIG."**

LEVI'S® CURVE ID

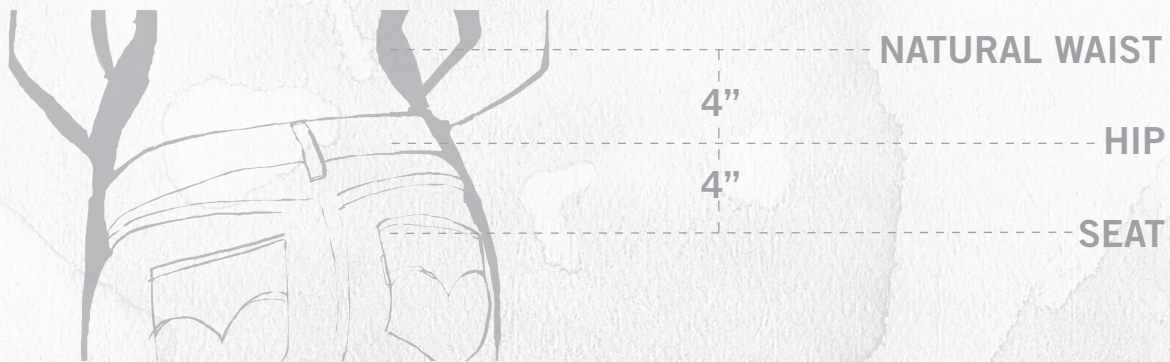
FOUR BODY TYPES, FOUR DIFFERENT FIT BLOCKS:

Slight Curve *Demi Curve* *Bold Curve* *Supreme Curve*

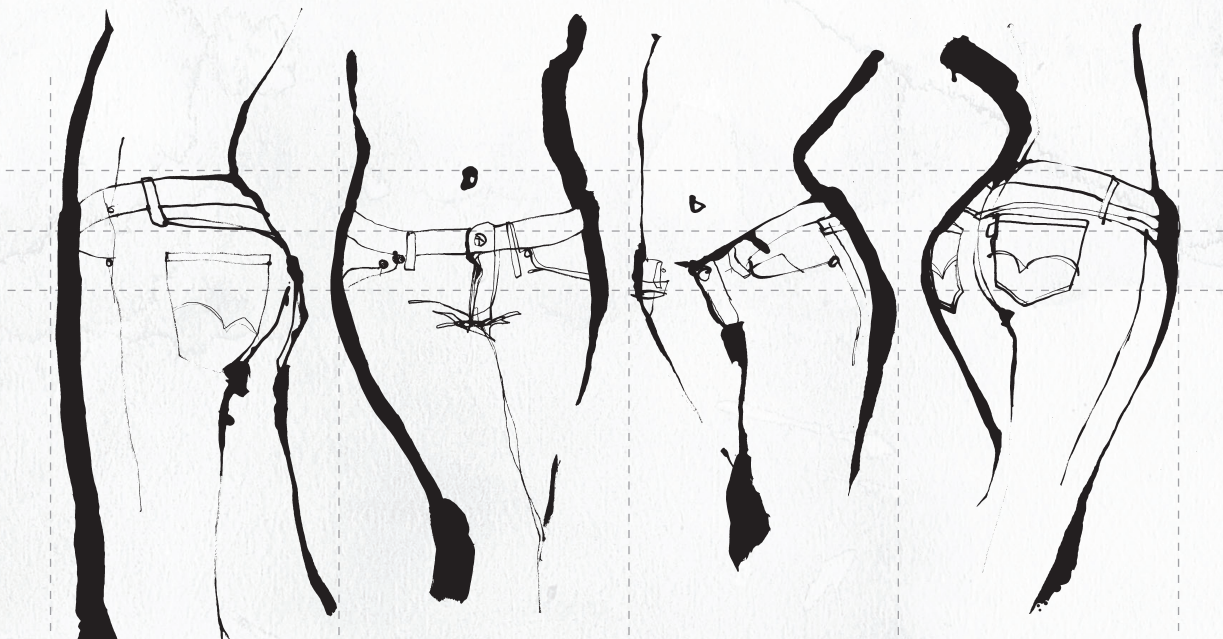
It all starts with the Levi's® Curve ID system, which really is the difference between the hip (4 inches below waist) and the seat (8 inches below waist) measurements. When you measure the circumference of the hips and seat and then subtract the difference, you get your Levi's® Curve ID fit.

The smaller the difference between these two measurements, the straighter the body shape. The greater the difference, the curvier the body shape.

We've created four different fits that cater to the most common body shapes of women globally. In fact, 90% of women will find a Levi's® Curve ID fit that is just right for them.



THE MEASUREMENTS FOR OUR FOUR LEVI'S® CURVE ID FITS



Slight Curve

UP TO 3 1/2"
BETWEEN HIP AND SEAT

Demi Curve

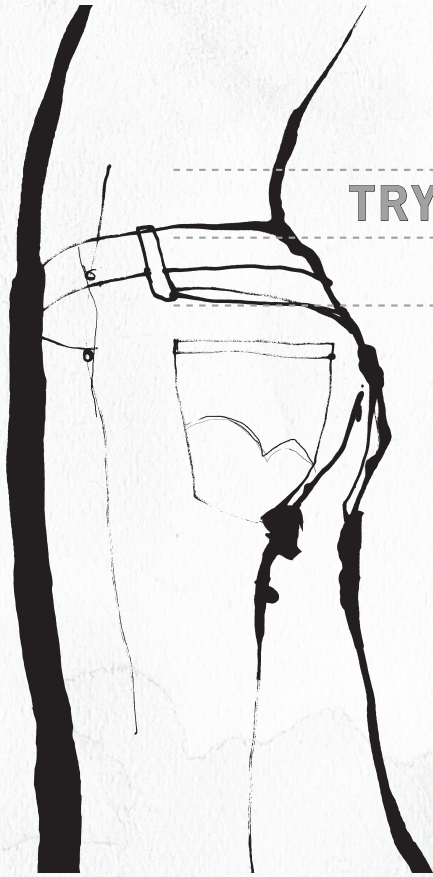
3 1/2" TO 5"
BETWEEN HIP AND SEAT

Bold Curve

5" TO 6 1/2"
BETWEEN HIP AND SEAT

Supreme Curve

6 1/2" AND UP
BETWEEN HIP AND SEAT



JEANS TOO TIGHT IN THE WAIST?

TRY:

Slight Curve

Slight Curve women usually have problems with jeans being too tight at the waist, too loose or flattening across their butts, and too big in the thighs.

THE SLIGHT CURVE FIT:

- Fits her narrow lines and straighter shape
- Is slim fitting through hip and thighs
- Gives shape and accentuates her seat
- Is comfortable at waist (no muffin top)

**THE WAIST FITS BUT
DOESN'T FLATTER?**

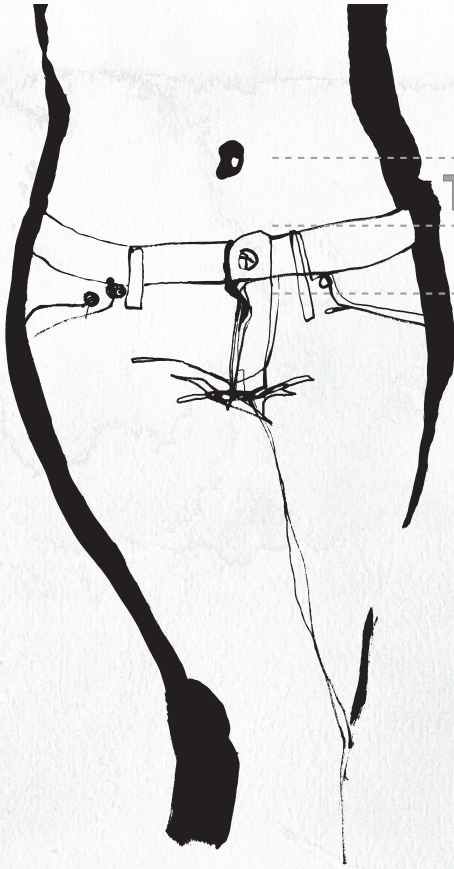
TRY:

Demi Curve

Demi Curve women probably have the easiest time finding jeans because they are generally evenly-proportioned. So they want a pair of jeans that shows off their figure and defines their balanced proportions.

THE DEMI CURVE FIT:

- Shows off her symmetry
- Accentuates the waist
- Lengthens the leg
- Is not gaping, pinching or revealing
- Is tight in all the right places and is comfortable



WAIST GAPS IN THE BACK?

TRY:

Bold Curve

Bold Curve women have very defined hips, waist and butt. They also have a large difference between the hip and seat, which means that if their jeans fit in the butt, they almost always gap at the waist.

THE BOLD CURVE FIT:

- Hugs her waist without gaping
- Fits in her seat without pulling
- Is high enough in the back and low enough in the front
- Fits and celebrates her curves and is comfortable



**WAIST TOO LOW IN
THE BACK?**

TRY:

Supreme Curve

Supreme Curve women have even more pronounced curves and a large difference between the hip and seat. They have an extremely difficult time finding jeans that fit.

THE SUPREME CURVE FIT:

- Hugs her waist without gaping
- Fits thighs and seat comfortably - no more pinching or squeezing
- Is lower in the front, but higher in back to cover and flatter her curves
- Complements absolute curves
- Is contoured from waist to thighs

TWO RISES

CLASSIC RISE

We listened to our customers around the world and there are many women who want a jean that sits slightly higher at the waist without trading off fashion. The Classic rise is about one inch higher than our current rise.

THE CLASSIC RISE: SLIGHTLY MORE COVERAGE IN A TREND RIGHT JEAN

MODERN RISE

Our current rise, which we launched in Fall 2010, will now be called “Modern” rise. It sits slightly lower in the front but not too low, and is designed to be a comfortable yet fashionable rise.

THE MODERN RISE: SITS JUST RIGHT IN A TREND RIGHT JEAN

THE LEVI'S® CURVE ID FIT EXPERIENCE

The Levi's® Curve ID fit experience is a journey. Before you help her find her Levi's® Curve ID jean, you need to help her understand what the Levi's® Curve ID system is and how it works. Some women may not have heard about Levi's® Curve ID until they walk into the store, which means you are their first introduction to the concept.

Even if she has heard about Levi's® Curve ID, this is an entirely new way to shop for jeans – and an entirely new way for you to sell them.

SOME KEY POINTS:

Make it personal, authentic and fun. Get to know her. Ask questions. The more you personalize the experience, the better the chance you'll find her perfect fit.

Offer to measure her. (We'll tell you how in a minute.) The customers we've sampled loved the experience – being measured made them feel like they were getting a pair of jeans custom made just for them.

The fitting room experience is crucial. Trial is the moment of truth! Invite her to come out of the fitting room and share her thoughts, then you can validate her choice and add items to complete the outfit.

BUT FIRST...

OPENING LINES

AS SHE ENTERS THE STORE AND BEGINS HER SHOPPING JOURNEY, YOUR ROLE IS TO ENGAGE HER RIGHT FROM THE START. SOME OPENING LINES TO TRY:

“WE’RE MEASURING TODAY FOR A CUSTOMIZED FIT, WOULD YOU LIKE TO BE MEASURED?”

“NOW THERE ARE THREE WAYS TO BE... (A SKINNY... A SIZE 28...) WANNA CHECK IT OUT?”

“WOULD YOU LIKE TO KNOW YOUR CURVE ID? I AM A _____ CURVE AND I HAVE ON THE _____ FIT AND I LOVE THEM.”

“WE HAVE NEW CUSTOM FITS BASED ON SHAPE, NOT SIZE. LET ME SHOW YOU.”

FIND HER
® Levi's
curve ID

YOUR ROLE

Your role is critical to help her find her Levi's® Curve ID fit.

During the fall 2010 launch we heard from hundreds of sales associates around the world. **We learned that when a customer goes through our personalized custom fit experience, gets into the fitting room and finds her perfect fitting jeans, she will love the product and she will buy it. In fact, she will often buy multiple pairs.**

THERE ARE THREE WAYS TO HELP HER FIND HER LEVI'S® CURVE ID:

- 1. Measure her.** This is the most accurate and customized method, and she is usually impressed by the science behind it.
- 2. Ask her key fit questions** that will help you identify her Levi's® Curve ID for her.
- 3. Work with the way she shops and give her options.** She may be shopping by leg opening or she may have fit preferences (tight or loose fitting), and giving her options will help her quickly find her perfect fit.

OPTION ONE

FIND HER LEVI'S® CURVE ID BY MEASURING HER:

We've found that our customers appreciate the process of being measured – it's personalized, precise and makes her feel that the jeans have been custom-tailored just for her. But some women may be wary of the tape measure. Be sensitive, and make it fun!

We have developed a customized measuring tool for Levi's® Curve ID. Wearing the tape measure around your neck while on the sales floor can help get the conversation started.

WHEN YOU ARE MEASURING, YOU COULD SAY THINGS LIKE:

“We find your perfect fit by measuring around your hips and seat and the difference between those two measurements is your Levi’s® Curve ID.”

“A lot of women have a hard time finding jeans that fit because they are too tight at the waist, or too low”

“Levi’s® Curve ID is based on the shape of your body, not your actual waist size which is why they fit women so well”

“Our jeans are designed to fit the curve of your body”

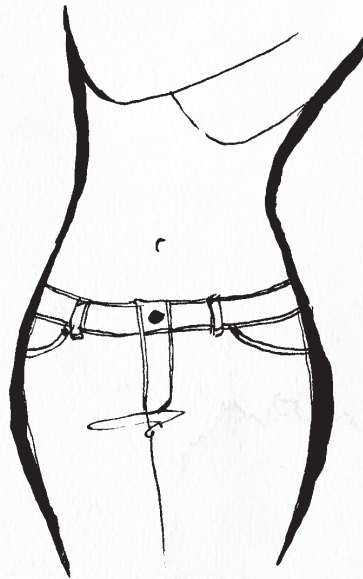
Key learning from fall 2010: be empathetic as possible when you are measuring her. Share fit frustrations and personal stories so she feels validated.

Acknowledge that she is not alone! If the jeans don’t fit it doesn’t mean that there is something wrong with her body!

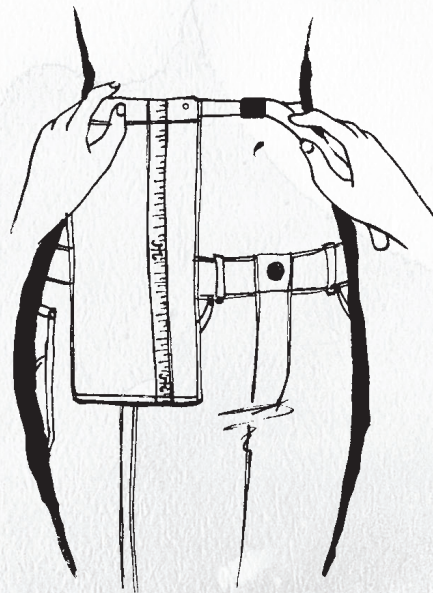
1.



2.



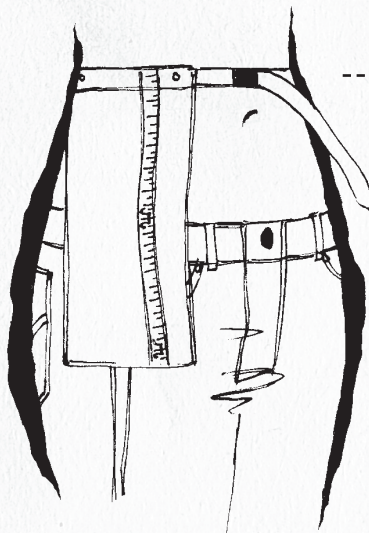
3.



MEASURING INSTRUCTIONS

1. Have her fold her arms in front of her chest, keeping them in the same position throughout the measuring. She should stand evenly on both feet and keep her legs together (having her legs apart could lead to a wider measurement at the hips)
2. Find her waist by having her bend sideways – the body bends only at the natural waist this is where the measuring tool should be buckled
3. Once the buckle is attached, cinch the leather belt so it is snug around her natural waist and horizontal to the ground (note: the belly button is not where the waist is located!)

4.

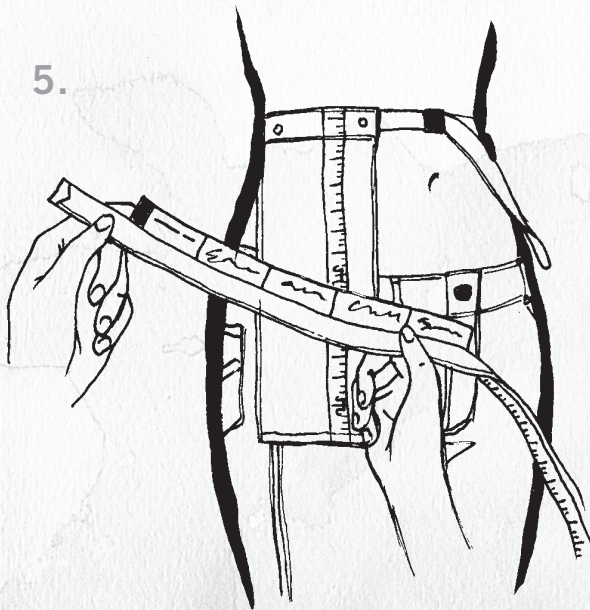


----- Natural Waist

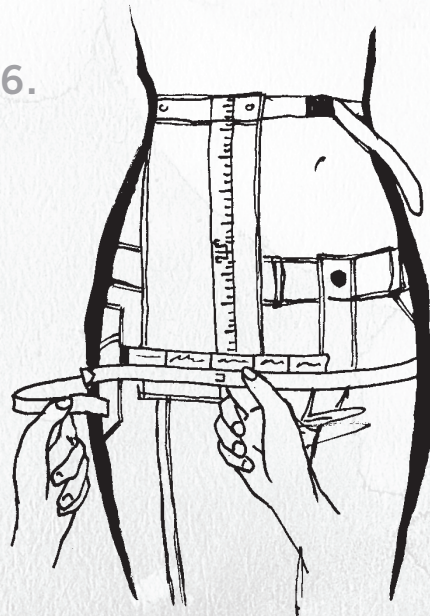
----- High Hip

----- Seat

5.



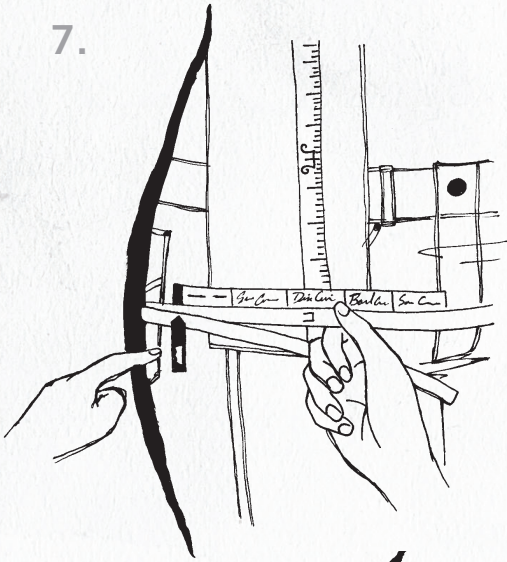
6.



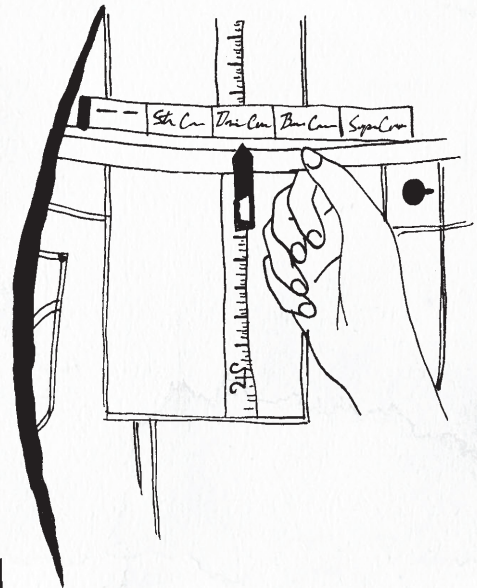
MEASURING INSTRUCTIONS

4. Make sure the anchor panel is located on the **right side** of her body.
5. Hold the 'tape measure' with the Levi's® Curve ID tab (slight/demi/bold descriptors) facing you. Find the hook on the back side of the tape.
6. For the first measurement, hook the tape to the bottom hook on the anchor panel and, while keeping the tape level, wrap the tape around her seat circumference.

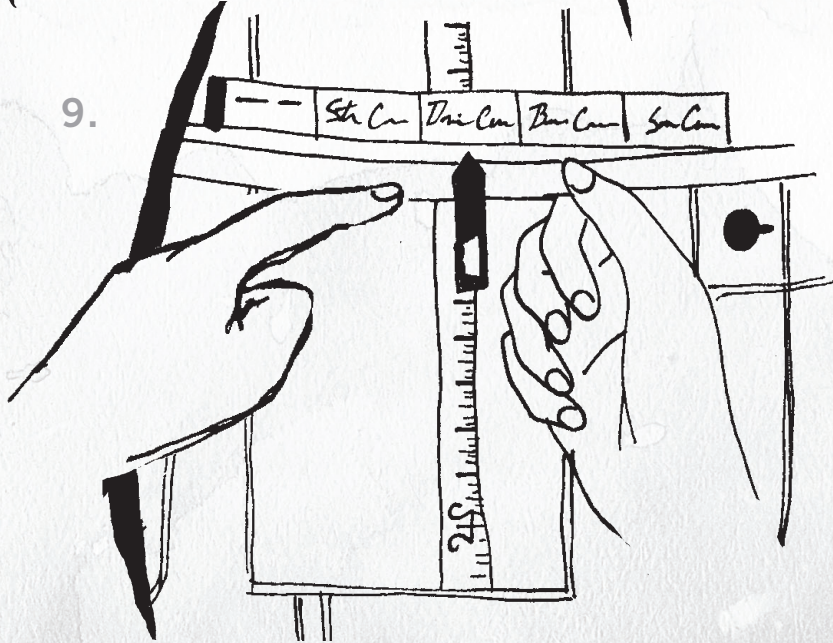
7.



8.



9.



MEASURING INSTRUCTIONS

7. Locate the red mark on the tape's Levi's® Curve ID tab and, using the clip, align the clip with the red tab. Attach the clip to the tape.
8. For the second measurement, hook the 'tape measure' to the upper hook on the anchor panel and, while keeping the tape level, wrap the tape around her high hip circumference. Be careful not to accidentally slide the calibration marker.
9. Where the clip lands on the tape's Levi's® Curve ID tab is her Levi's® Curve ID.

OPTION TWO

FIND HER LEVI'S® CURVE ID FIT BY ASKING QUESTIONS

If she's not open to getting measured or the selling floor is busy, there's one simple question that should help you identify her Levi's® Curve ID fit:

"If a pair of jeans fit your butt, what happens at the waist?"

If she says:

- **"They're too tight at the waist" - try the Slight Curve**
- **"The waist usually fits me fine" - try the Demi Curve**
- **"They are too loose at the waist" - try the Bold Curve**
- **"The waist is too low in the back" - try the Supreme Curve**

Be empathetic – every woman can relate to fit issues, and every guy has sisters friends/co-workers/moms/customers he's seen struggle with jeans. Use a response like "You are not the only one" or "I had a customer this morning that had great curves too and she tried the bold skinny and it fit perfectly in the waist and everywhere else. She was so happy"

Guys: while you can't relate directly to women's fit issues, you can offer something that your female co-workers can't: a man's opinion on fit. Many customers will value this. Just make sure you are respectful and thoughtful, as always!

OPTION THREE

WORK WITH THE WAY SHE SHOPS AND GIVE HER OPTIONS

Try on two fits

If you're having trouble identifying her Levi's® Curve ID fit, simply suggest that she try on two fits and get her to the fitting room so she can try them on: the Demi Curve plus whichever fit you think is most likely to work on her. The Demi is the most popular fit – it's always a good option to put in the mix.

A possible exception could be if it's clear that she's curvy -- you may want to skip Demi and have her try the Bold and Supreme Curves.

Size up or down

You can also try sizing up and down within the fits to help her identify what works. You might find that she's ultimately deciding between a 27 Demi and a 28 Slight, and she may like them both.

Fit preference

Ask her how she likes her jeans to fit. This will help you narrow in on a better option. And remember, just because we think a pair is the perfect fit doesn't mean she does. She may feel more comfortable with jeans that are tighter, looser, flatter.

Shop by rise

We have two rises – Modern and Classic. The Levi's® Curve ID Classic rise is designed for women who want slightly more coverage without sacrificing fashion. The Modern rise is what we are currently selling and women like it because it's not too low and not too high in the front.

Shop by leg opening

If she came in for skinnys, take her to the Skinny section (we will be merchandising the store by leg opening through Spring 2011 until she understands the Levi's® Curve ID fit system), help her identify her Levi's® Curve ID fit and offer her either multiple skinny fits, size or finish options.

Focus on her personal style or wearing occasion

These jeans are as much about personal style as they are about the perfect fit. All four fits come in a variety of leg openings, washes and finishes, so she can have a pair for every wearing occasion. Many women buy more than one pair!

QUESTIONS TO ASK

“DRESSY OR CASUAL?”

**“ARE YOU MORE OF A
STRAIGHT, A BOOT OR
A SKINNY?”**

**“WHAT KIND OF SHOES
DO YOU LIKE TO WEAR
WITH YOUR JEANS?”**

**“ARE THESE GOING TO BE YOUR EVERY
DAY JEANS OR FOR GOING OUT AT NIGHT?”**

“WHAT’S YOUR STYLE?”

**“DARK OR
DECONSTRUCTED?”**

Demi Curve

IS A GOOD PLACE TO START

Slight Curve

If Demi is too tight at the waist

Try Slight Curve or upsize

If Demi is too loose in the seat

Try Slight Curve or downsize

If Demi is too loose through the thighs

Try Slight Curve

Demi Curve

If Demi gaps at the waist

Try Bold Curve or downsize

If Demi is too tight in the seat

Try Bold Curve or upsize

If Demi is too tight in the thighs

Try upsizing within Demi Curve

Bold Curve

If Bold still gaps at waist

Try Supreme

If Bold is still tight in the seat

Try Supreme Curve or upsize

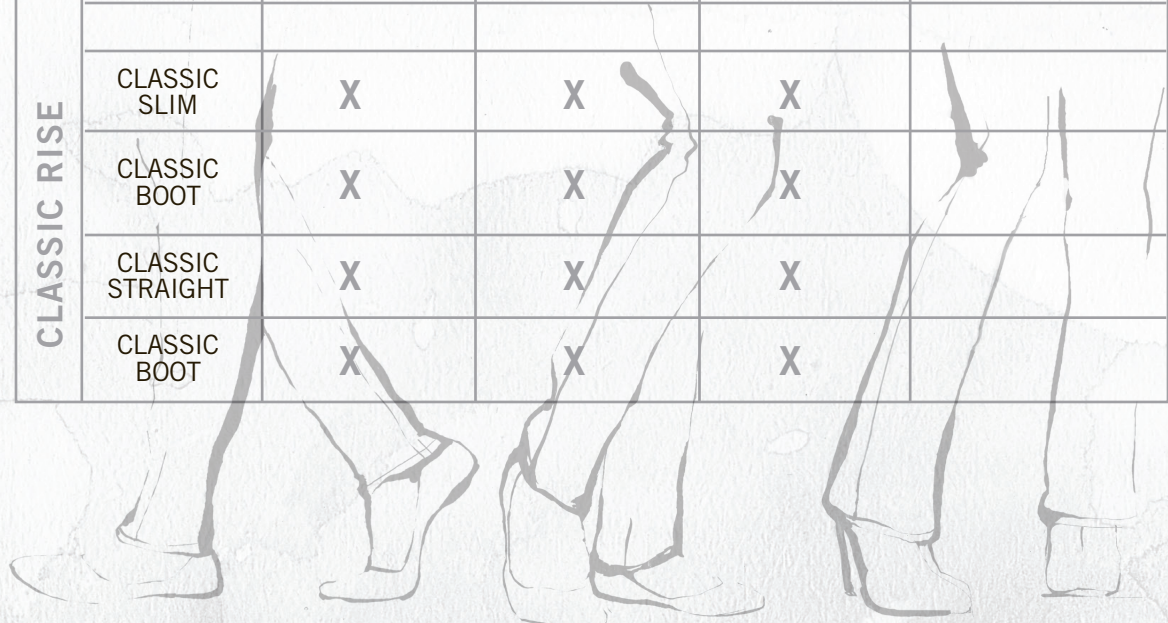
If Bold is still too tight in the thighs

Try Supreme

Supreme Curve

OUR PRODUCT ASSORTMENT INCLUDES THE FITS,
RISES AND LEG OPENINGS SHOWN ON THIS CHART

		<i>Slight Curve</i>	<i>Demi Curve</i>	<i>Bold Curve</i>	<i>Supreme Curve</i>
MODERN RISE	MODERN SKINNY	X	X	X	X
	MODERN SKINNY BOOT	X	X	X	X
	MODERN STRAIGHT	X	X	X	X
	MODERN BOOT	X	X	X	X
CLASSIC RISE	CLASSIC SLIM	X	X	X	
	CLASSIC BOOT	X	X	X	
	CLASSIC STRAIGHT	X	X	X	
	CLASSIC BOOT	X	X	X	



Note: Not all stores carry the entire assortment. Please refer consumers to Levi.com for products not in store.

SIZE

In order to make sure she takes the perfect fit into the fitting room, you also need to cover the basics.

The Levi's® Curve ID fit system has been carefully designed to be true-fitting in every fabric and finish. There is no need to suggest that customers size down.

The sizes run from 24 - 33, but that number doesn't reflect a woman's actual waist size. These sizes have been standardized to fit a global audience and they really are a true fit.

SIZING CHART

LEVI'S® CURVE ID SIZING	24	25	26	27	28	29	30	31	32	33
------------------------------------	----	----	----	----	----	----	----	----	----	----

In addition, some styles are available in select inseams:

SHORT / 30	MEDIUM / 32	LONG / 34
-------------------	--------------------	------------------

THE FITTING ROOM

TRIAL IS THE MOMENT OF TRUTH...

Imagine what it's like to put on the perfect pair of jeans for the first time. Magic! That's what she's about to experience. This is the aha! moment of your customer's Levi's® Curve ID journey. Imagine she's your best friend - you want to do everything you can to make her feel good going into the fitting room, and assisting her while she's there.

FITTING ROOM BASICS:

When she's ready to start trying on her selections, escort her to the fitting room. This is a great opportunity for you to offer your name and ask for hers, as it will help you make service more personalized.

IF ANOTHER ASSOCIATE IS ASSIGNED TO THE FITTING ROOM AREA,

ensure that you introduce him/her to your customer so that they are able to continue helping her. If possible, ask him/her to cover your area on the sales floor so you can continue to help your customer.

IF YOU MUST LEAVE THE FITTING ROOM AREA FOR ANY REASON,

tell her that you will return shortly. Then, return as promised and with additional items for her to try....Like the perfect top and accessory to complete the outfit!

NOW FOR THE MOST IMPORTANT PART...

Encourage her to come out of the fitting room, ask her questions, offer consultation and get her to share her thoughts. This is especially important with the Levi's® Curve ID system. It helps you get her in the perfect fit faster, and reinforces the personalized experience.

ASK HER WHAT SHE THINKS FIRST.

You want to validate her choice and build on how she's feeling. Follow up with more specific questions - ask her what she likes or doesn't like about the fit.

GIVE HER STRAIGHTFORWARD FEEDBACK ON FIT AND STYLING.

Honesty is very important when it comes to helping our customers. You're the expert, and you've built a trusting relationship with her, so she'll want and expect your feedback. Always tell her the truth, even if you disagree with her.

YOU MIGHT SAY SOMETHING LIKE:

"I prefer the Demi Curve on you because it enhances your waist, but I can see why the tighter fit of the slight curve feels sexier."

SHARE IN HER EXCITEMENT WHEN SHE FINDS THE PERFECT FIT!

If your customer feels comfortable with it, get the girls around you involved. We've learned that finding the perfect fit is a real bonding opportunity for women – in fact, we've designed the in-store experience to encourage it. Whenever appropriate, encourage conversation between customers trying on fits, and engage your co-workers for opinions as well.

BUILD ON THAT MAGIC MOMENT

Once she finds her perfect fit, she's going to be excited. (In our store research, there were hoots, hollers, whistles - you name it - heard from customers.) Keep the momentum going! Offer to grab her any other leg openings and/or washes that appeal to her - especially ones like the Skinny that she might not have worn before because she didn't think they would look good on her.

COMPLETE THE LOOK

Your last step is to be her personal stylist. Find her the right tops and accessories to complete the outfit.

® Levi's
curve ID
TRAINING IDEAS

TRAINING IDEAS

IN-STORE FIT AND MEASURE PARTY

The best way to get familiar with the product is to try it yourself, right? Every store selling the new Levi's® Curve ID fits will have an in-store fit and measure party. Here's how it will work.

SELF-IDENTIFY

Now that you've heard all about the fit system, do you have an idea of what Levi's® Curve ID fit will work for you? Keep that guess in mind as you're getting measured.

PRACTICE

With your co-workers, use the tools in this guide (measuring tool, questions, options, etc) to help you target their Levi's® Curve ID fit and accommodate their fit preferences.

MEASURE AND GET MEASURED

You and your team will need to be experts on measuring customers. The best way to be an expert is to practice on each other. Try it lots of times to make sure you get the process down. You want to be quick, accurate and professional when you start measuring customers. Your comfort level with measuring is key to the customer experience.

DID YOUR MEASUREMENTS MATCH UP WITH THE LEVI'S® CURVE ID FIT YOU PREDICTED FOR YOURSELF?

Many women have guessed correctly, but many have been totally surprised. Don't assume that if a woman's body is curvy on the top half, it means that it's also curvy on the bottom.

TRY THEM ON

The absolute best way to understand the difference between the four fits is to try all three of them on yourself. You'll also see your co-workers do the same: talk about it, share ideas, and learn from each other. You'll learn a lot about body shape and fit preference this way and you'll also get the chance to gather some personal stories for use when you're speaking with customers. Practice telling your stories too!

Many of you will likely find your perfect fit in this process. Remember how good it feels! Draw on your own experience of fit success so you can relate to and celebrate hers. Ask your coworkers for their thoughts and learn from each other.

Notice sizing when trying different fits. Share this information with the team and use it to help consumers. Things like: "Brianna is a true Demi, but she prefers the Slight because she loves that it fits her tighter on the waist."

SHARE THE EXCITEMENT!

You're probably having some fun with this, right? What's better than a pair of jeans that feel like they were made just for you? Bring this excitement and energy with you to the sales floor.

ROLE PLAYS

One person is the sales associate and one is the customer. Always start with opening lines, ask questions to determine fit, measure her and give her options. The role play should include all steps outlined in this training, including the fitting room experience offering fit feedback and outfitting options. Have fun!

SCENARIO 1:

Customer: You are looking for jeans that will solve your fit issue (try different issues to test your expertise).

SCENARIO 2:

Customer: You are just browsing.

SCENARIO 3:

Customer: You are looking for a new pair of jeans for your lunch date and you want to look sexy but feel comfortable.

SHARE THE KNOWLEDGE

“WHAT’S YOUR CURVE ID?”

We recommend having a poster in the backroom that features pictures of the store’s associates wearing their favorite Levi’s® Curve ID fit with captions of why they love the fit! Use the comments with your customers on the sales floor.

“WHAT WE’VE LEARNED....”

We also recommend a poster in the back room to record customer comments and what we have learned along the way about fit. Be sure to share this knowledge with our customers to help them find their perfect fit.



TEST YOUR KNOWLEDGE

Levi's
curve ID
QUIZ

CIRCLE ONE:

1. Levi's® Curve ID is:

- A. New custom fits for women
- B. About shape, not size
- C. A brand new way of shopping for jeans
- D. All of the above

2. Levi's® Curve ID is determined by:

- A. The difference between the waist and hip
- B. The difference between the hip and butt
- C. The difference between the waist and butt

3. Match the measurements to the body type:

- A. 5" to 6 1/2" _____ Demi Curve
- B. 3 1/2" to 5" _____ Slight Curve
- C. 6 1/2" and Up _____ Bold Curve
- C. Up to 3 1/2" _____ Supreme Curve

4. Fill in the blank with the body type that matches the following descriptions:

_____ Curve women have a large difference between the hip and seat, which means that if their jeans fit in the butt, they almost always gap at the waist and often require alteration.

_____ Curve women probably have the easiest time finding jeans because they are generally evenly proportioned.

_____ Curve women usually have problems with jeans being too tight at the waist (muffin top), being loose on their butts and being too big in the thighs (their legs tend to be slim).

_____ Curve women have the most pronounced curves and the highest difference between the hip and seat.

5. True or False:

_____ Slight Curve is the slimmest fitting through the hips and thighs

_____ Demi Curve prevents gaping at waist

_____ Bold Curve fits in the butt without pulling

_____ Supreme Curve is low in the front, but higher in back to cover and flatter her curves.

_____ Demi Curve elongates the legs

_____ Slight Curve shapes and accentuates her butt

_____ Bold Curve is the solution to jeans that are too tight at the waist

6. **If a customer tries on Demi Curve and the fit is too tight in the seat, she should try:**

- A. Bold Curve
- B. Upsize within Demi
- C. Slight Curve
- D. A and B
- E. None of the above

7. If a customer tries on Demi Curve and it fits the waist but is too loose through the thighs, she should try:

- A. Slight Curve
- B. Downsize within Demi
- C. Bold Curve

8. Name three ways that will help you identify your customer's Levi's® Curve ID fit

1. _____
2. _____
3. _____

LEVI'S® CURVE ID PRODUCT AND STYLE EXPERTS

We recommend having specialists in your store, Levi's® Curve ID fit and style experts. This is the person on your team who can ensure the ideal customer experience with Levi's® Curve ID jeans.

Levi's® Curve ID experts should be:

- The most genuine and engaging person on the team
- Confident and fun
- A styling expert (he or she is the one who can always put together the perfect look)
- Able to inspire and train the entire team to be fit and style experts
- The measuring guru for your store
- Able to provide feedback to the home office with what's working and what's not
- Ready to lend a hand when ever fit expertise is required!

QUIZ ANSWER KEY:

1. D
2. B
3. A = Bold Curve, B = Demi Curve, C = Slight Curve
4. Bold, Demi, Slight, Supreme
5. True, False, True, True, True, True, False
6. D
7. A
8. Measure her, asking questions, and work with the way she shops and give her options

