

Levi Strauss Signature®

x *Levi Strauss*  
SIGNATURE

as seen in

SHOP *Etc.*

# DREAM JEANS

Jeans. They're the one piece of clothing you can put on that can make you look better than you even dreamed to. Unfortunately, the wrong pair can do the exact opposite. But never fear. With DREAM JEANS from Levi Strauss Signature® as featured in SHOP Etc., your perfect pair of jeans will find you.

(go)

Levi Strauss Signature®

x *Levi Strauss* SIGNATURE

as seen in **SHOP** Etc.

get your SPECIAL OFFER from **SHOP** Etc.

watch & solve

see the DREAM JEANS

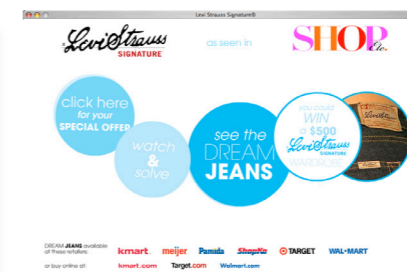
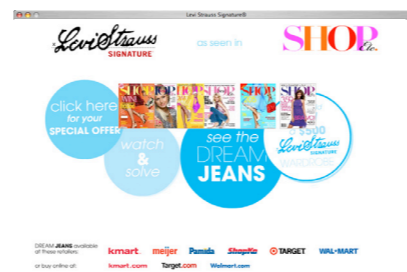
could WIN \$500 *Levi Strauss* SIGNATURE ROBE

DREAM JEANS available at these retailers:

or buy online at:

**kmart** **meijer** **Pamida** **ShopKo** **TARGET** **WAL-MART**

**kmart.com** **Target.com** **Walmart.com**



LEVI STRAUSS SIGNATURE + SHOP ETC. - DREAM JEANS SITELET  
2 OF 7

THIS IS THE MAIN PAGE OF THE SITELET. IT FEATURES FOUR SECTIONS: DREAM JEANS, A SWEEPSTAKES, A "SPECIAL OFFER", AND A WATCH & SOLVE SECTION. THE FOUR SECTION BUBBLES FLOAT GENTLY AND DREAMILY AROUND THE WINDOW UNTIL ROLLOVER AND CLICK. THE LOGOS OF ALL THE RETAILERS ARE ON EACH AND EVERY PAGE. THE ROLLOVER STATE FOR EACH OF THE SECTION BUBBLES IS SHOWN AT BOTTOM.

Levi Strauss Signature®

x *Levi Strauss*  
SIGNATURE

as seen in **SHOP** Etc.

## DREAM JEANS

Want a tinier waist? How about a smaller bum or a flatter stomach? Your perfect pair of great fitting jeans can help you have any kind of body you want. Whether you choose low rise, mid rise, bootcut, or dark rinse, Levi Strauss Signature® jeans have great fits and simple clean cuts. They're like miracle workers in your closet.

see the dream jeans watch & solve special offer sweepstakes home page

⊗

### TUMMY TRIMMER

Keep less-than-fab abs on the down low with a mid rise that helps hold you in. A touch of stretch means you can breathe easy. And a contoured waistband will stop the dreaded gap in the back.

*Levi Strauss Signature® Mid Rise Straight*

DREAM JEANS available at these retailers:

or buy online at:

[kmart.](#) [meijer](#) [Pamida](#) [ShopKo](#) [TARGET](#) [WAL\\*MART](#)  
[kmart.com](#) [Target.com](#) [Walmart.com](#)

Levi Strauss Signature®

Levi Strauss SIGNATURE

as seen in SHOP Etc.

link to: [levistrauss.com](http://levistrauss.com)

link to: [shopetc.com](http://shopetc.com)

DREAM JEANS

Want a tinier waist? How about a smaller bum or a flatter stomach? Your perfect pair of great fitting jeans can help you have any kind of body you want. Whether you choose low rise, mid rise, bootcut, or dark rinse, Levi Strauss Signature® jeans have great fits and simple clean cuts. They're like miracle workers in your closet.

see the dream jeans watch & solve special offer sweepstakes home page

entire stage area

rollover

rollover button to see more information about that particular dream jean

TUMMY TRIMMER

Keep less-than-fab abs on the down low with a mid rise that helps hold you in. A touch of stretch means you can breathe easy. And a contoured waistband will stop the dreaded gap in the back.

Levi Strauss Signature® Mid Rise Straight

center stage viewing area. model in this area appears at 100% opacity with the models on either side at 40%.

DREAM JEANS available at these retailers:

or buy online at:

[kmart](#)
[meijer](#)
[Pamida](#)
[ShopKo](#)
[TARGET](#)
[WAL\\*MART](#)

[kmart.com](#)
[Target.com](#)
[Walmart.com](#)

links to each individual retailer locator page. These elements animate on by increasing opacity (0%-100%) from left to right.

elements go from 0%-100% opacity in the following order:

- Section Title
- Paragraph of copy
- Site navigation
- Audio button

site navigation

Levi Strauss Signature®

x *Levi Strauss*  
SIGNATURE

as seen in

SHOP Etc.

watch & solve

Just how does a jean nightmare become a dream jean? Click on one of the movies at the right to watch how you can get your dream fit, solve some your jean nightmares, find the dream pair of shoes, and more.

see the dream jeans watch & solve special offer sweepstakes home page

for a slimmer look

a gap in the back?

what shoes?

jean trends

DREAM JEANS available at these retailers:

or buy online at:

[kmart.](#)
[meijer](#)
[Pamida](#)
[ShopKo](#)
[TARGET](#)
[WAL\\*MART](#)

[kmart.com](#)
[Target.com](#)
[Walmart.com](#)

LEVI STRAUSS SIGNATURE + SHOP ETC. - DREAM JEANS SITELET  
5 OF 7

THIS IS THE "WATCH & SOLVE" SECTION OF THE SITELET. HERE YOU ARE ABLE TO WATCH FOUR QUICK VIDEOS THAT HELP TO SOLVE YOUR JEAN NIGHTMARES. THE MOVIE PLAYER DESIGN IS BASED ON THE LEVI STRAUSS SIGNATURE LOGO AND PATCH. THE VIDEOS THEMSELVES WERE SHOT AS B-ROLL FOOTAGE DURING THE SHOP ETC. EDITORIAL PHOTOSHOOT AND EDITED TOGETHER SPECIFICALLY FOR THIS SITELET.


Levi Strauss Signature®

x *Levi Strauss*  
SIGNATURE

as seen in

SHOP Etc.

get your  
SPECIAL OFFER  
from  
SHOP Etc.









print the special offer form




With any \$20 purchase of Levi Strauss Signature® jeans, you'll get a 1-year subscription (a \$16.90 value) to SHOP Etc. magazine (while supplies last). Just fill out this form and send it in with your receipt so you can shop for all things dreamy.

see the dream jeans watch & solve special offer sweepstakes home page

DREAM JEANS available at these retailers:

or buy online at:

Levi Strauss Signature®

x *Levi Strauss* SIGNATURE

as seen in

SHOP Etc.

the DREAM JEANS sweepstakes

As if finding your perfect jeans isn't dreamy enough, chance to win a new wardrobe for you and your friends. Winner receives up to \$500 in Levi Strauss Signature® jeans and more. A girl can't live on dream jeans alone.

[see the dream jeans watch & solve special offer sweepstakes home page](#)

first name

last name

street address

city  state  zip code

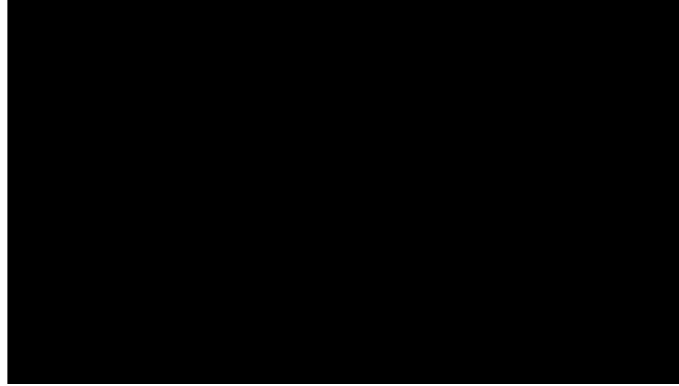
phone (000-000-0000)    gender  dob (mm/dd/yyyy)

email  yes! sign me up for emails from levi strauss signature®

THE LEVISTRAUSSSIGNATURE.COM \$500.00 DREAM JEANS WARDROBE GIVEAWAY SWEEPSTAKES

DREAM JEANS available at these retailers: **kmart.** **meijer** **Pamida** **ShopKo** **TARGET** **WAL\*MART**

or buy online at: **kmart.com** **Target.com** **Walmart.com**



STOA@JONSTOA.COM