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LIVE IN **Levi's®**



**FALL
2017**

FREE

A person is seen from the back, wearing a dark denim jacket with white stripes on the sleeves and blue jeans. Their arms are raised in the air. In the background, a large bridge with a lattice structure is visible against a bright, hazy sky at sunset or sunrise. The scene is set on a grassy field.

SONG + STYLE

If there's one thing that's always gone hand-in-hand with Levi's®, it's music. We were there when the Summer of Love took people on a trip; when grunge became more than a fashion statement; when hip hop created a whole new language for self-expression. There's no better pairing than denim and music.

This issue, we're digging deep and telling the stories behind the melodies. We shot our fall/winter campaign in New Orleans, a city alive with rhythm, originality and heritage. The people on these pages aren't your typical models: they're up-and-coming artists, high-energy performers and legendary musicians with stories to tell and style to spare.

We learned a thing or two this season, and it goes well beyond how to wear blue jeans or build a killer playlist (two of our favorite topics)—it's about coming together in the name of music and creating something bigger than any one person. It's about community through song and a passion for individual style. It's about you. It's about us. And it's about what we can do together.

THE HEADLINERS

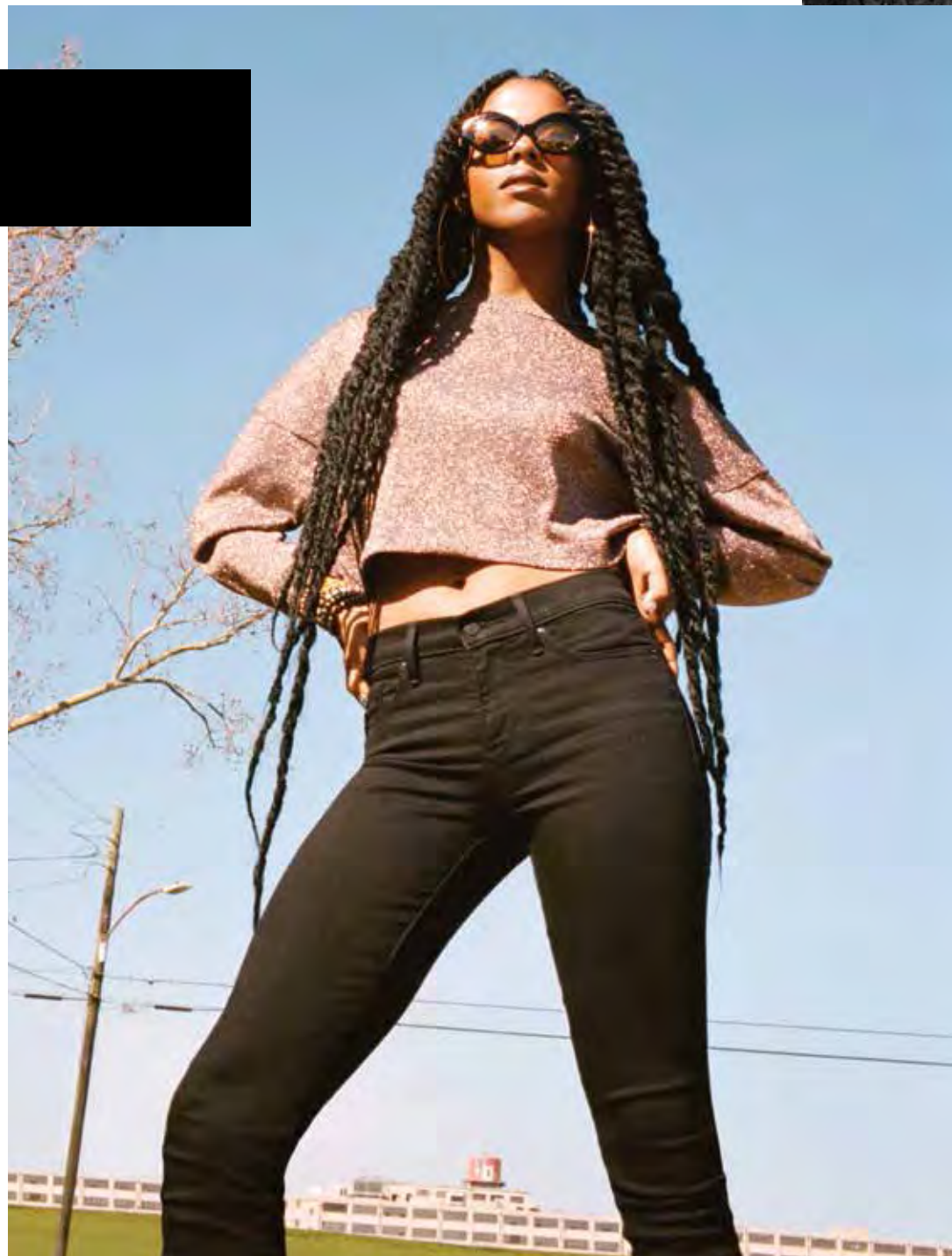
A FEW OF OUR FAVORITE ARTISTS AND MUSICIANS
OPEN UP ON MUSIC, STYLE AND INSPIRATION.

JULIANA HUXTABLE

DJ / Model / Artist of All Mediums

Juliana Huxtable found her artistic voice in New York City. She's all over the downtown scene, and she's known for her visual exhibitions at institutions such as the Whitney Museum, the MoMA and Art Basel Miami.

**"MUSIC TRIGGERS THE
SYNESTHETIC CAPABILITIES
EMBEDDED IN A SOUL. I CAN
HEAR, SEE, SMELL, FEEL,
CLIMAX THROUGH SONIC
VEHICLES-COLORS, CUTS,
PATTERNS, TEXTURES AS
SENSORY REPLIES IN KIND."**



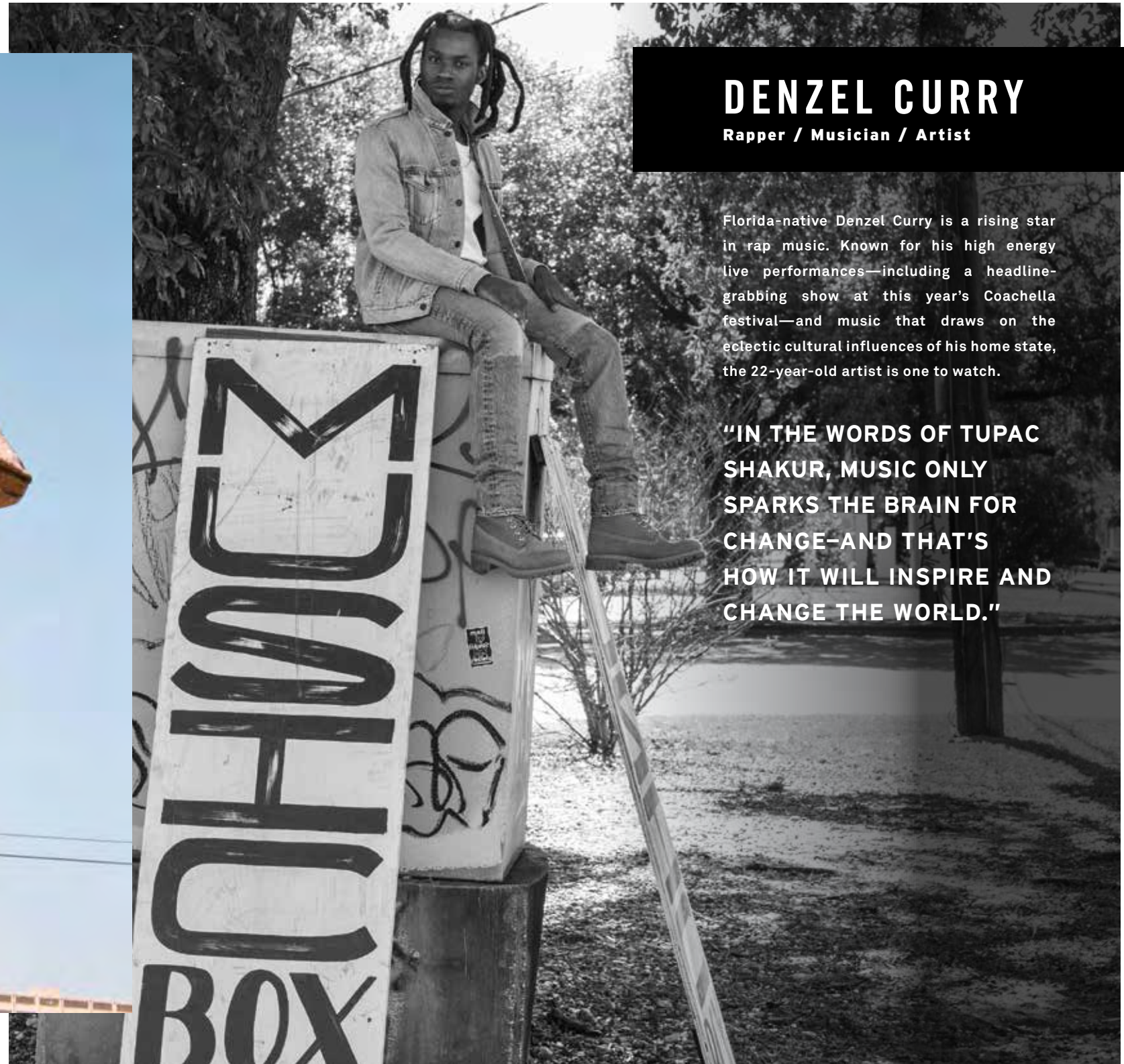
Juliana wears a Levi's® Lurex Sweater and 311 Shaping Skinny Jeans.

DENZEL CURRY

Rapper / Musician / Artist

Florida-native Denzel Curry is a rising star in rap music. Known for his high energy live performances—including a headline-grabbing show at this year's Coachella festival—and music that draws on the eclectic cultural influences of his home state, the 22-year-old artist is one to watch.

**"IN THE WORDS OF TUPAC
SHAKUR, MUSIC ONLY
SPARKS THE BRAIN FOR
CHANGE-AND THAT'S
HOW IT WILL INSPIRE AND
CHANGE THE WORLD."**



Denzel wears a Levi's® Trucker Jacket, Mission Tee and 501® Taper Fit Jeans.

GABRIELLE LEDET

Painter / Filmmaker / Visual Visionary

Basquiat, New Orleans and youth inspire Gabrielle Ledet's art, which takes life through canvas, film, her painted car and even her clothes.

"I WEAR WHAT I WANT, WHEN I WANT, HOW I WANT. MY CLOTHES ARE MY CANVAS."



Gabrielle wears a customized Trucker Jacket, Graphic Tee and 501® Taper Fit.



PUBLIC ACCESS TV

Band / New Yorkers / (Most Likely) On Tour

Since forming in 2014, this four-piece Brooklyn-based band has opened up for notables like The Strokes and The Pixies and become regular fixtures on the festival circuit.

"MY JEANS AREN'T PERFECT UNTIL I'VE WORN THEM FOR AT LEAST TWO YEARS AND NEVER WASH THEM."

-XAN, DRUMMER

Max wears our Sunset One-Pocket Shirt and 501® Taper Fit Jeans.

John wears a Classic Pocket Tee and 512™ Slim Taper Fit Jeans.

Xan wears a Graphic Tee and 512™ Slim Taper Fit Jeans.

Pete wears a Trucker Jacket, Mighty Tee and 502™ Regular Taper Fit Jeans.

TO EACH HER OWN

*WE CAUGHT UP WITH THREE OF
MUSIC'S FRESHEST FACES—SINGER/
SONGWRITER MIYA FOLICK, RAPPER
TOMMY GENESIS AND EXPERIMENTAL
VOCALIST KILO KISH—TO HEAR WHAT
INSPIRES THEIR STYLE AND SEE HOW
THEY WEAR LEVI'S SKINNY JEANS.*

**"THE WAY YOU TALK,
THAT'S A STYLE.
THE WAY YOU WALK,
THAT'S A STYLE.
THE WAY YOU DRESS?
THAT'S PERSONAL."**

—TOMMY GENESIS, RAPPER

Tommy wears our Roxanna Bomber, Graphic Tee
and 721 High-Rise Skinny Jeans.



Tommy wears our Trucker Jacket,
Perfect Ringer Tee and 721 High-Rise Skinny Jeans.

Kilo wears our Sutro Tee and 711 Skinny Jeans.

"MY STYLE IS
INTUITIVE.
I WEAR WHAT
I LIKE AND WHAT
FEELS GOOD
ON MY BODY."

-MIYA FOLICK, SINGER



Miya wears our Sidney One-Pocket
Boyfriend Shirt and 501® Skinny Jeans.

"STYLE IS BORN
THROUGH AN
UNDERSTANDING
OF WHO YOU ARE."

-KILO KISH, SINGER

Kilo wears our Andrea Coat,
Textured Mockneck Tee and
711 Skinny Jeans.



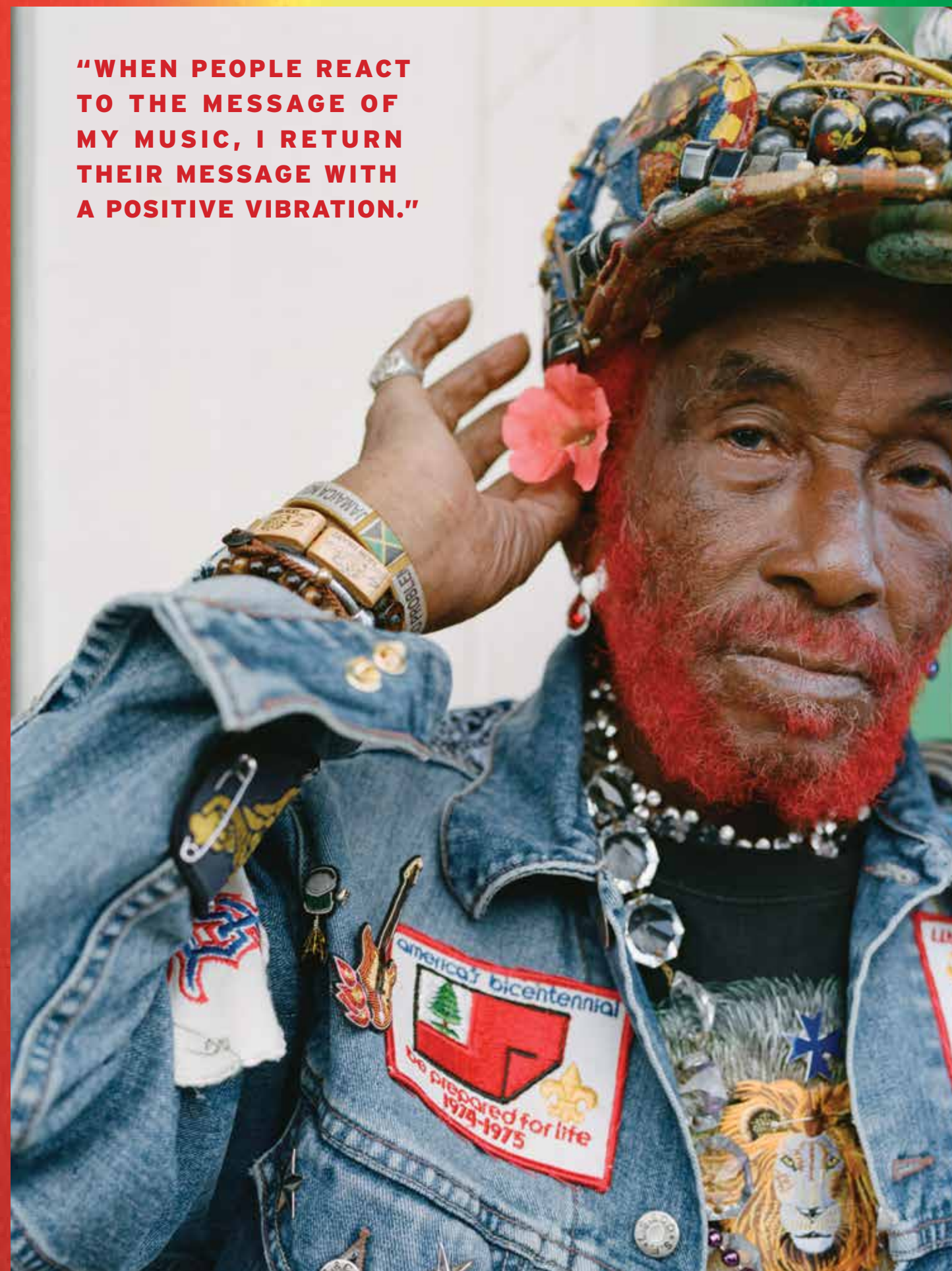
Miya wears our Silvia Bomber,
Perfect Pocket Tee and
501® Skinny Jeans.

Tommy wears our Roxanna Bomber,
Graphic Tee and 721 High-Rise
Skinny Jeans.

THE LEGENDARY LEE "SCRATCH" PERRY



"WHEN PEOPLE REACT
TO THE MESSAGE OF
MY MUSIC, I RETURN
THEIR MESSAGE WITH
A POSITIVE VIBRATION."





Jamaican producer and pioneer of dub, Lee “Scratch” Perry is a true original, from the music he creates to his singular personal style. Part shaman, part iconoclast, 81-year-old Lee has worked with artists as diverse as Bob Marley and the Wailers, The Clash, Beastie Boys and David Lynch.

Lee’s fearlessness and uncompromising approach to making music know no bounds, even if that means burning his whole studio to the ground and starting again—as he famously did to the Black Ark studio in Jamaica in 1979. Musical techniques he first developed decades ago—such as dubbed-out delay, cavernous reverb and sampling—continue to shape today’s sounds.

We photographed Lee in the historic Tremé district of New Orleans, the birthplace of jazz. He’s wearing a Levi’s® Trucker Jacket, customized in a style that takes inspiration from his music. —Sally Sanchez



AND THE BAND PLAYED ON

HOW PRESERVATION HALL KEEPS THE MUSIC GOING



Members of the Preservation Hall Jazz Band
are wearing Levi's® Trucker Jackets.

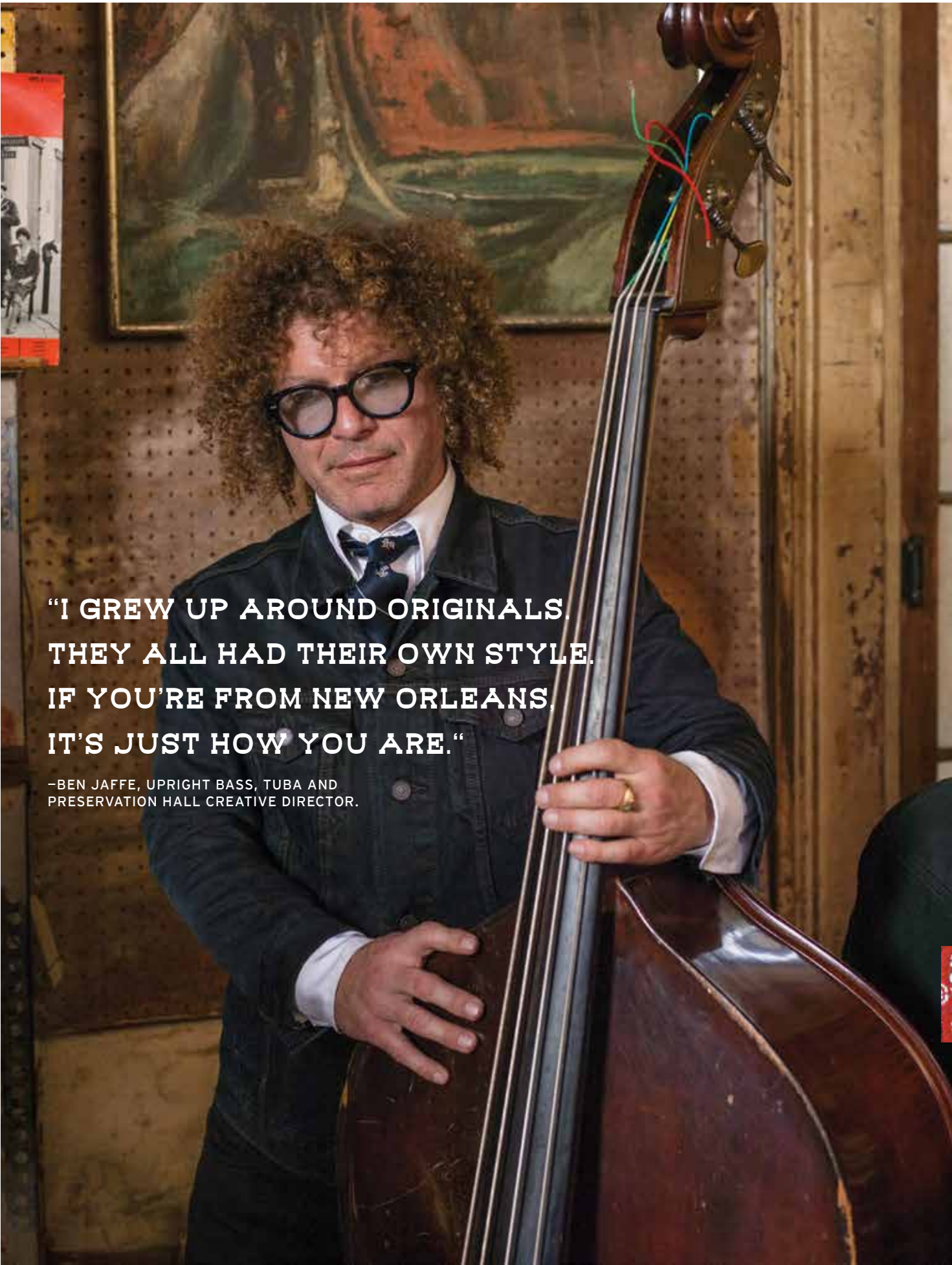


DEEP IN THE FRENCH QUARTER,

past the blinking signs advertising frozen daiquiris and behind an unassuming door facing St. Peter Street sits Preservation Hall, an intimate venue home to some of the biggest names in jazz. Ancient wooden floors support a handful of benches and beams while an upright piano, drum kit and a few chairs wait for members of the Preservation Hall Jazz Band. Back in the day, you waltzed into the Hall with a milk crate and beverage of choice, took a seat at your leisure and listened to the likes of Sweet Emma Barret, Punch Miller or Billie and De De Pierce. Today, if the line down the street is any hint, it's highly recommended that you buy tickets in advance.

The art gallery-turned-music venue has been a hotspot for jazz greats since 1961, when local legends assembled for nightly jam sessions and conversation. These small gatherings blossomed into full shows, and today Preservation Hall is known as a mecca for jazz enthusiasts. The house band—which fluctuates in number, plays nightly, tours often and even held court at Coachella this past spring— includes Ben Jaffe, whose parents Allan and Sandra founded Preservation Hall. In addition to playing upright bass and tuba with the band, Ben is also the Hall's creative director and has the charge of protecting its mission: to honor and preserve the ritual of New Orleans jazz. In a rare break with tradition, Preservation Hall allowed us to take a step inside and photograph the band in its home space. —Robin Lenhart





"I GREW UP AROUND ORIGINALS.
THEY ALL HAD THEIR OWN STYLE.
IF YOU'RE FROM NEW ORLEANS,
IT'S JUST HOW YOU ARE."

-BEN JAFFE, UPRIGHT BASS, TUBA AND
PRESERVATION HALL CREATIVE DIRECTOR.



"IF YOU CONCENTRATE ON EXPRESSING
WHAT'S IMPORTANT TO YOU, ODDS ARE IT
WILL BE IMPORTANT TO SOMEONE ELSE TOO."

-KYLE ROUSSEL, PIANO

LEVI'S

WHAT'S YOUR LEVI'S® STORY?

BEN: "I TRAVEL A LOT AND I'M ALWAYS ON
THE LOOKOUT FOR OLD PIECES. ONCE, I
FOUND A CLOVER GREEN WESTERN LEVI'S®
JACKET FROM THE '70S. IT FITS LIKE A
GLOVE. IT'S MY GO-TO!"



CLINT MAEDGEN



WALTER

THE LEGENDS

WE CATCH UP WITH THE BIG NAMES IN ART AND MUSIC AND HEAR THEIR TAKE ON STYLE.

KIDD JORDAN

Saxophonist / New Orleans Native / Knight

A New Orleans native, Kidd Jordan's been playing the saxophone since he was 11 years old. As a classically trained musician—he can also tap the clarinet, flute and piccolo—Jordan has toured Europe, gained a knighthood and played with music legends like Stevie Wonder and Gladys Knight.

WHAT'S YOUR STYLE OF PLAYING LIKE?

I play improvisational music, the music in the spirit. They call it free music or avant garde. I want my jazz to come off the top of my head. Jazz is in the moment, remember that.

DO YOU HAVE ANY ADVICE FOR ASPIRING MUSICIANS?

Sit down and practice as much as you can. Know your fundamentals. I get up every morning and practice my fundamentals, so when I go on the stage, whatever comes, comes. I don't want that stuff from yesterday.

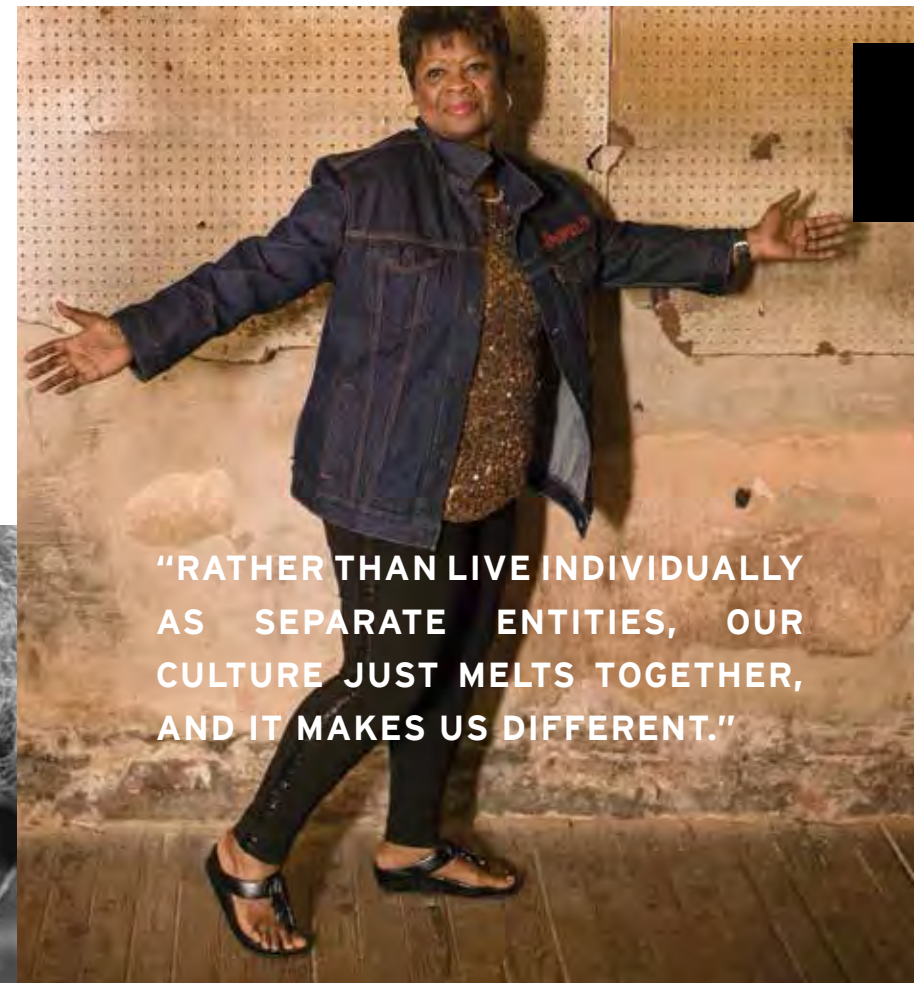
FOR ANYONE JUST GETTING INTO JAZZ, WHAT ARTISTS OR ALBUMS ARE ESSENTIAL LISTENING?

Charlie Parker on saxophone and Clifford Brown on trumpet, or Dizzy Gillespie, and then work your way to Thelonious Monk and Arnie Coleman and John Coltrane. Try to mix. Get some good rhythm and blues players, listen to some early '60s and '70s jazz, and then listen to some late Coltrane and Coleman and Thelonious Monk. You got the old, the middle, and the new.

—Robin Lenhart



Kidd wears a customized Levi's® Trucker Jacket.



“RATHER THAN LIVE INDIVIDUALLY AS SEPARATE ENTITIES, OUR CULTURE JUST MELTS TOGETHER, AND IT MAKES US DIFFERENT.”

Irma wears a customized Levi's® Trucker Jacket.

IRMA THOMAS

New Orleans Legend / Soul Singer

With almost 60 years under her belt, soul/blues singer Irma Thomas has warmed the hearts of generations. Although her fan base is usually centered around New Orleans, her hometown, she's been gaining mainstream popularity since being featured on the hit television series “Big Little Lies” and “Black Mirror.”

Irma grew up in Louisiana in the '40s and '50s during a period of heavy segregation. She officially became the Soul Queen of New Orleans in 1989 and experienced the heartbreak of Hurricane Katrina in 2005. What does the Louisiana native love most about the Big Easy? The people and rich culture. “Rather than live individually as separate entities, our culture just melts together, and it makes us different,” she says.

Irma is drawn to the classic elements of music and believes in the power lyrics have on our hearts and souls. “I'm not a gimmick person,” she says. “I like songs that makes sense and tell a good story.” —Ashley Mariano

LITTLE FREDDIE KING

Blues Guitarist / Singer / Louisiana Music Hall of Famer

Little Freddie King got his start playing gigs in juke joints when he moved to New Orleans as a teen. Now, he's a member of the New Orleans Jazz & Heritage Festival and a staple around the French Quarter.

“MY STYLE IS COUNTRY-STYLE, GUT-BUCKET BLUES. MY INFLUENCE IS MY FATHER WHO PLAYED DOWN-HOME DIRTY BLUES. JEANS ARE A DOWN-HOME FEELING.”



Freddie wears a customized Levi's® Trucker Jacket.

CHARLIE SEXTON

Guitarist / Singer / Songwriter / Texan

He played with John Lee Hooker and Stevie Ray Vaughan as a kid, toured with the Clash and once opened for Bowie. And those were his early years. These days, the Austin native spends his time touring with Bob Dylan and playing the occasional gig alongside Willie Nelson and Chrissie Hynde.

WHO OR WHAT INFLUENCES YOUR MUSIC?

It could be Ali Farka Touré to Bombino. The Niger River, and that region of the world, is very much like the Mississippi Delta—there’s a lot of music and spirit and things that flow off that river. There are a gazillion old blues and country artists, from Doc Watson to Mississippi John Hurt, Skip James. The Sex Pistols changed my life when I heard them the first time.

WHAT’S BEEN YOUR MOST MEMORABLE MOMENT IN MUSIC?

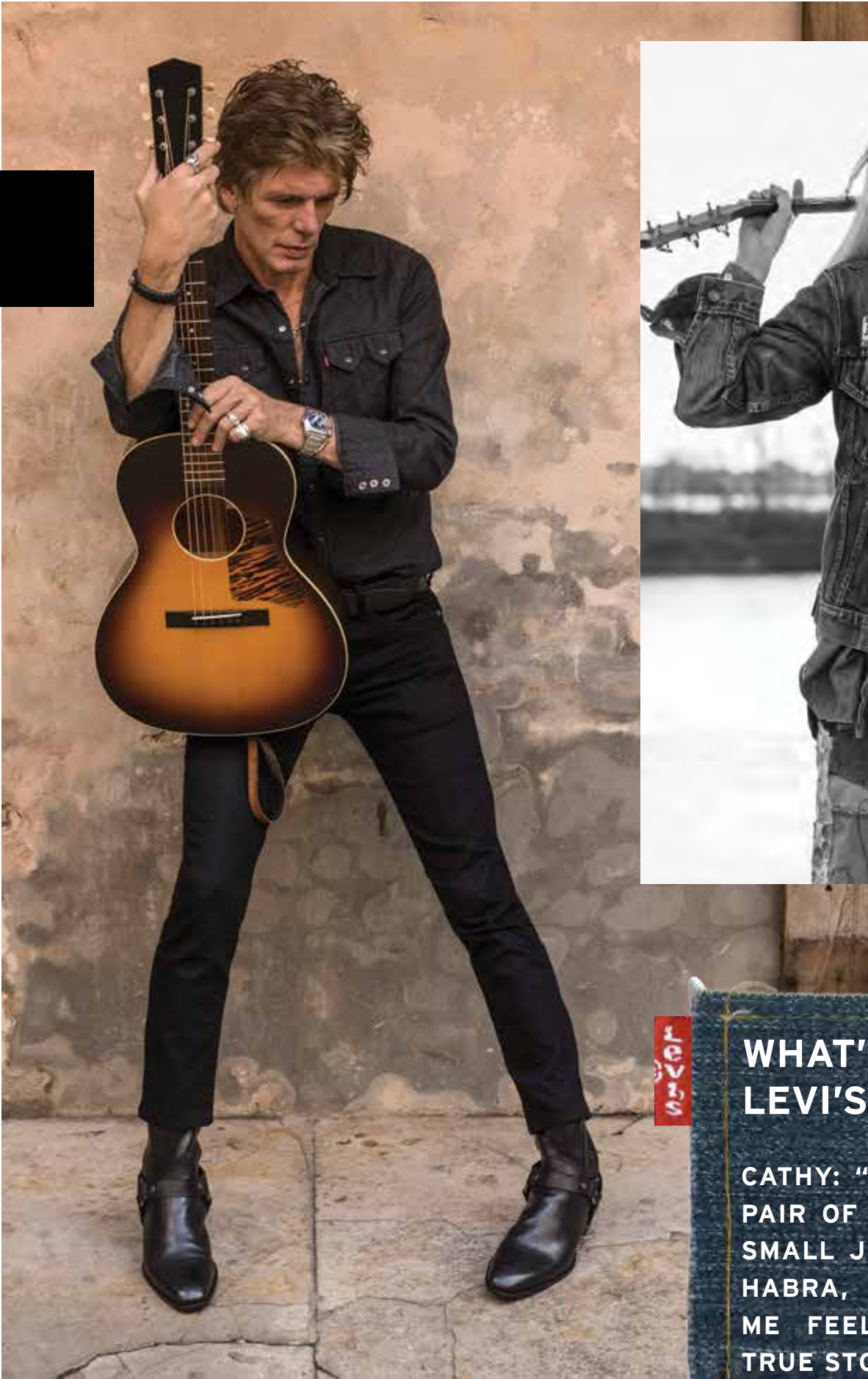
That’s a tough one. I was pretty lucky. In one week, I did a thing with Keith Richards and Ronnie Wood, and then three days later, I met Bob Dylan in the studio for the first time. That was pretty great. Playing with Chrissie Hynde was a total dream.

WHEN YOU GO ON TOUR, WHAT DO YOU ALWAYS BRING WITH YOU?

I created a rule for myself: no matter where you’re going, always take your leather jacket because you never know if you’re going have to sleep in the park or something.
—Robin Lenhart

“DO YOUR BEST TO BE SINCERE IN WHAT YOU DO. JUST BELIEVE IN IT AND DO IT.”

Charlie wears a Levi’s® Sawtooth Western Shirt and 511™ Slim Fit Jeans.



Cathy wears a vintage Levi’s® Trucker Jacket and her own Levi’s® Patchwork Jeans.

WHAT'S YOUR LEVI'S® STORY?

CATHY: “I BOUGHT MY FIRST PAIR OF 501’S IN 1972 IN A SMALL JEANS OUTLET IN LA HABRA, CALIFORNIA. MADE ME FEEL LIKE A BADASS. TRUE STORY.”

CATHY COOPER

Los Angeles-Based Artist / Musician

“Bottom line: I’m an artist,” declares Cathy Cooper. As a musician, a sculptor and a costume designer, the California native works in a variety of mediums. We discuss her sought-after style, the emotionally impactful sounds of her band, The Great Sadness, and the difficult-yet-rewarding creative process.

ON STYLE

My style is utilitarian with a flair. I like shape, I like color and I like texture. My everyday clothes are pretty much the same thing, but I like workwear that has a little bit of character to it.

ON DESIGN

Because I work in sculpture and build things, I really like the more architectural designers, like Rei Kawakubo, Junya Watanabe and Henrik Vibskov. I like certain people who manipulate form a little bit and manipulate texture. I think it’s interesting.

ON MUSIC & POLITICS

The song I really love to play with my band right now is called “Gone” because it’s political, and we’re looking at some crazy stuff right now in this world. We haven’t recorded that one yet but it just takes me to a different place because I’m angry about a lot of things.

ON POLITICS

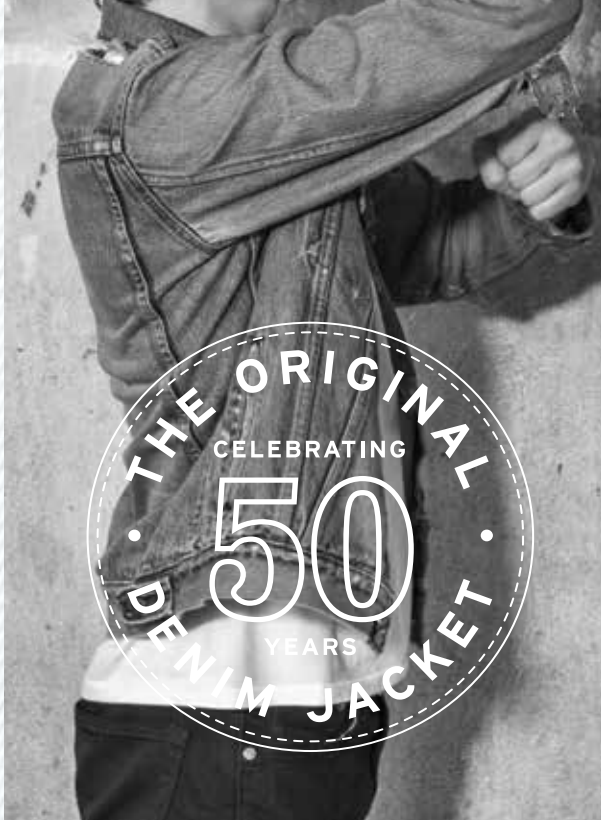
I’m hopeful, but I’m also disappointed in a lot of the decision-making going on in the world. We, as people, need to be served better. We need to open our eyes to the realities of existence. And we need to treat each other better. I truly believe it’s the responsibility of every musician and artist to open up that world of understanding and compassion.

ON CREATION

What’s compelling about being an artist is that it’s ongoing. The work changes as I change. And that’s a tough thing for a lot of people who pursue art. It always changes and you gotta be good with that. The work that I make is directly reflective of where I am as a person. And sometimes that’s not necessarily the most comfortable thing.
—Ashley Mariano



We invented the **DENIM JACKET** in the late 1800s. Its **RIVETS, PLEATS** and durable **FABRIC** became essential for miners on the west coast. By 1967, it was an **ICON**. Reimagined with a slimmer fit, two front pockets and the **SIGNATURE** front "V," the **TYPE III TRUCKER JACKET** was adopted by silver-screen **COWBOYS** and coveted by **REBELS** and **ROCK STARS**, personalized with **PINS** and **PATCHES**, ripped and torn in a full embrace of **NONCONFORMITY**. Today, over **50 YEARS** later and counting, the Levi's® Trucker Jacket is still the ultimate blank canvas for **SELF-EXPRESSION**.





BRING ON THE BAND

After Hurricane Katrina devastated New Orleans in 2005, three schools, each with a celebrated marching band—all-girls St. Mary's Academy and Xavier Preparatory School, and all-boys St. Augustine High—joined together to create a temporary school where the students could continue their education. The marching bands combined and, under the acronym MAX (for the first letter of each of their school names), played as a single coed band for the first time ever. This re-emergence of a marching band was seen as a sign of normalcy to the community, giving them hope that the healing process had begun.

Now, over a decade later, schools have been rebuilt, students have graduated, and new faces now fill the ranks of the marching bands. To celebrate their story, we brought St. Mary's Academy and St. Augustine High School back together for one more hurrah. To commemorate the occasion, we custom-embroidered a Levi's® Type III Trucker Jacket for each member with their band name and insignia. —Sally Sanchez

"THROUGHOUT THE HISTORY OF ST. AUGUSTINE AND ST. MARY'S, WE'VE LOOKED AT EACH OTHER AS BROTHER AND SISTER SCHOOLS."

—RAY JOHNSON, ST. MARY'S BAND DIRECTOR

FOR TIPS ON HOW TO CUSTOMIZE YOUR DENIM JACKET,
GO TO WWW.LEVI.COM





The marching bands of St. Mary's Academy (left) and St. Augustine (right) reunite to perform together for the first time in over a decade.



A LINEAGE OF STYLE

FOR ARTIST LITA ALBUQUERQUE AND HER DAUGHTERS ISABELLE (A MUSICIAN) AND JASMINE (A DANCER/CHOREOGRAPHER), ARTISTIC EXPRESSION IS ALL IN THE FAMILY. INTERVIEW BY JUSTIN WHALEY

From left: Isabelle wears a Levi's® Trucker Jacket, Textured Mockneck Tee and 314 Shaping Straight Jeans; Lita wears a Levi's® Trucker Jacket, Oskana Blouse, Belt and 314 Shaping Jeans; Jasmine wears a Levi's® Trucker Jacket and 311 Shaping Skinny Jeans.



ISABELLE

"When my mom turned 70, she said: 'This is the year of the mini skirt.' I was just like, damn, I can't wait until I'm 70! She's so incredible. We went out and bought 10 pink mini skirts, and she looked insane in them. That's freedom."



JASMINE

"I wore a black tutu and black combat boots to my prom, which lost me my date. But he ended up showing up to prom in a lime green tuxedo, so that was funny. I remember one day I color-coordinated my lunch with my outfit. I wore an orange dress, and I had an orange lunch. I had oranges and carrots, everything was in orange, and my homework was done in orange pen."



LITA

"My mother (their grandmother) was such a unique person. She didn't treat me as a daughter. She treated me as a creative equal. I think I did that with the girls. I realized that they were creative equals when they were infants, which was so amazing to me. It was always this discovery of "who do you think they'll be?" I think it came from my mother, and so it's an incredible lineage. I'd never wear what I wear today if it weren't for them."

WHAT'S YOUR LEVI'S® STORY?

"WHEN I WAS 12, MY DAD GOT ME A PAIR OF 501'S. THEY WERE BRAND NEW AND STIFF. HE PUT ME IN THE BATHTUB WITH THEM ON SO THEY WOULD MELD TO MY BODY. A VALUABLE LESSON IN STYLE!" - ISABELLE

"I MET MY FIRST BOYFRIEND, JOHAN, AT A LEVI'S® JOB WHEN I WAS 15. HE WAS SWEDISH AND LOOKED REALLY HOT IN JEANS." - JASMINE

"WHEN I FIRST CAME TO THIS COUNTRY, MY MOTHER BOUGHT ME A PAIR OF LEVI'S®. ALL OF A SUDDEN, I WAS PART OF THE CLAN." - LITA

WHAT'S YOUR
LEVI'S®
STYLE?
START HERE!



SOMETHING LIKE
WHAT I ALREADY HAVE



IT'S TIME TO GET SOME NEW JEANS.
WHAT ARE YOU
LOOKING FOR?



GIVE ME
SOMETHING
NEW!

**ALWAYS
CURRENT.
I STAY**
UP-TO-DATE
ON TRENDS.



WHAT'S YOUR
TAKE ON TRENDS?

MY STYLE'S TOO UNIQUE
FOR TRENDS

MY PERSONAL
STYLE IS

STRAIGHT-UP
CLASSIC

ARE
YOU
UP
FOR
ANYTHING?

NOT WHEN IT
COMES TO MY
CLOTHES

SPONTANEOUS
IS MY MIDDLE NAME

GETTING DRESSED
TAKES ME —

IN AND OUT
— OR —
ONLINE

**SHOPPING IS MY
FAVORITE PASTIME**

DESCRIBE YOUR
**PERFECT
NIGHT OUT**

NOT REALLY
MY THING...

DIY?



TRYING THE
HOTTEST NEW
RESTAURANT
OR BAR

I'M UP FOR
ANYTHING.
WHEREVER THE
NIGHT TAKES ME

ALL ABOUT IT



**NO TIME.
I STICK TO
A CONSISTENT
UNIFORM**

WAY TOO
LONG!
I LIKE
TO MIX
THINGS
UP

THE ICON
YOU STICK TO THE
CLASSICS, AND YOU
ALWAYS LOOK GOOD
DOING IT.

WHO YOU'RE CHANNELING:
BRUCE SPRINGSTEEN
DEBBIE HARRY

**THE TREND-
SETTER**
YOUR STYLE'S ON
LOCK, AND YOU'RE
CONSTANTLY GIVING
YOUR FRIENDS
STYLE ADVICE.

WHO YOU'RE CHANNELING:
HAIM
JUSTIN TIMBERLAKE

THE REBEL
RIPPED & SLASHED
JEANS, CRAZY
PATCHES—YOU GO
WHERE NO ONE HAS
EVER GONE BEFORE.

WHO YOU'RE CHANNELING:
DAVID BOWIE
SOLANGE

**CHECK OUT
LEVI.COM**
FOR CUSTOMIZATION
TIPS & TRICKS



ALL ACCESS

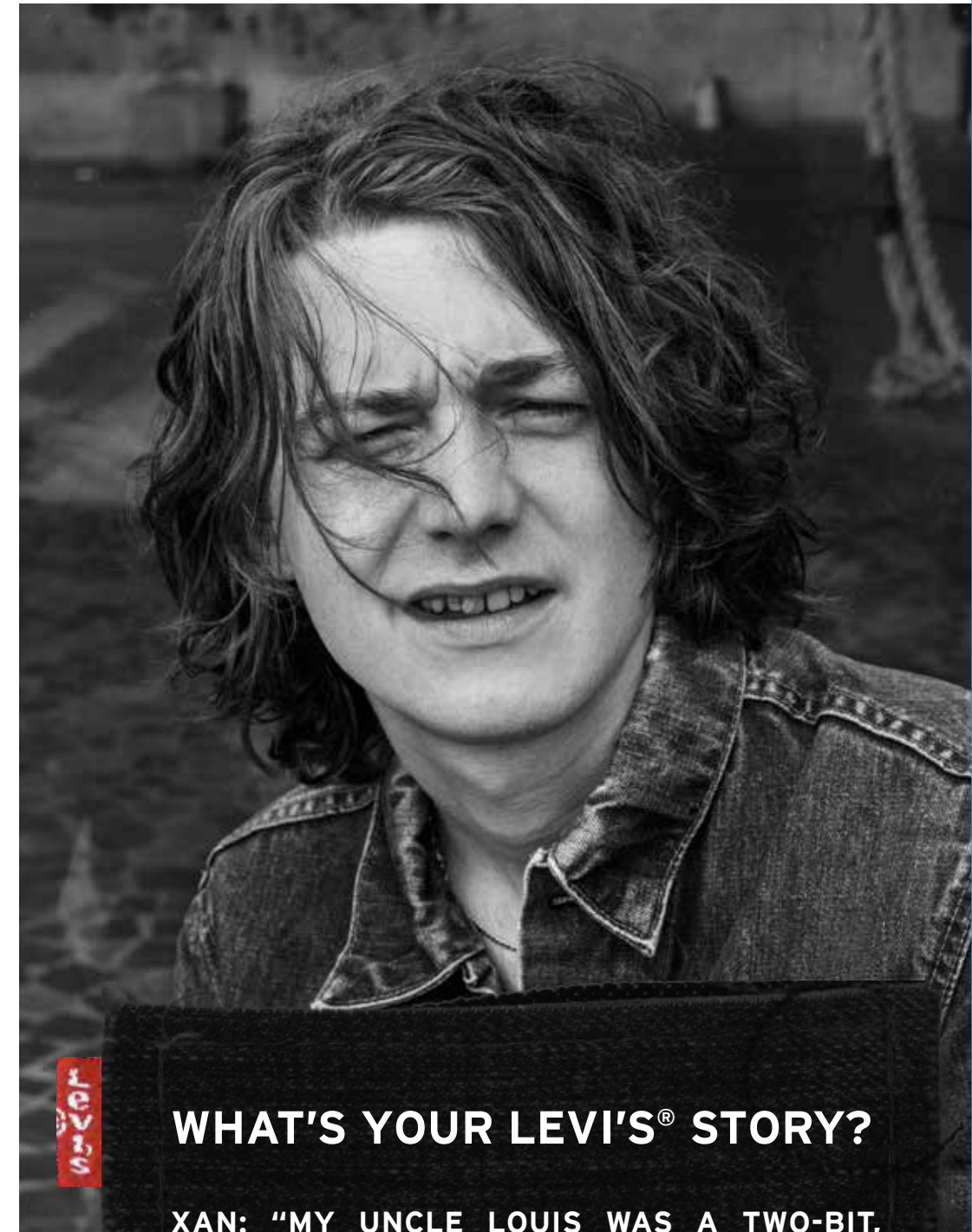
MAX, JOHN, XAN AND PETE—MEMBERS OF RISING BROOKLYN BAND PUBLIC ACCESS TV—SHOW US HOW THEY WEAR LEVI'S® TAPERED JEANS.



Pete wears a customized Levi's® Trucker Jacket, Sunset One-Pocket Shirt and 502™ Regular Taper Fit Jeans. John wears a vintage Levi's® Trucker Jacket, Slim Fit Crewneck Tee and 512™ Slim Taper Fit Jeans. Xan wears our Coach's Jacket, Mighty Tee and 512™ Slim Taper Fit Jeans. Max wears a Leather Motorcycle Jacket and 501® Taper Fit Jeans.



Max wears our Sunset One-Pocket Shirt and 501® Taper Fit Jeans.
John wears a Classic Pocket Tee and 512™ Slim Taper Fit Jeans.
Xan wears a Graphic Tee and 512™ Slim Taper Fit Jeans.
Pete wears a Trucker Jacket, Mighty Tee and 502™ Regular Taper Fit Jeans.



WHAT'S YOUR LEVI'S® STORY?

XAN: "MY UNCLE LOUIS WAS A TWO-BIT, SMALL-TIME HUSTLER, AND FOR A FEW YEARS IN THE LATE '70S, HIS RACKET OF CHOICE WAS SMUGGLING LEVI'S® INTO THE SOVIET UNION WHERE ALL THE YOUTH WANTED A PAIR OF BLUE JEANS."



Levi's

WHAT'S YOUR LEVI'S® STORY?

MAX: "I USED TO HAVE AN AMAZING LEVI'S® JEANS JACKET THAT I BOUGHT AT A FESTIVAL IN ENGLAND WHEN I WAS 18, AND I WORE IT EVERY DAY. IT HAD PATCHES, PINS AND AT ONE POINT EVEN STUDS. BUT SADLY, ON A RECENT TOUR I LOST IT."





WHAT'S YOUR LEVI'S® STORY?

NAME

CITY

SNAP A PIC & SHARE
#LIVEINLEVIS



