



THE DOCKERS® BRAND LAUNCHES “ALWAYS ON” – A NEW GLOBAL CREATIVE PLATFORM FROM THE LEADERS IN KHAKI

Creative introduces Dockers® Smart 360 Flex Khaki, a new product collection of four-way flex fabric for comfort and durability

(San Francisco, September 1, 2017) The Dockers® Brand announced today the launch of its new brand platform “Always On,” a global campaign developed in collaboration with FCB West. The campaign will appear globally beginning in September.

The “Always On” creative platform inspires men to be ready for anything. From landing a first date to nailing a coveted job interview, Dockers® helps guys prepare for the moments that matter most, big and small. The fall campaign introduces Dockers® Smart 360 Flex Khaki - a new collection of khakis constructed with innovative 4-way flex to stretch both horizontally and vertically, delivering maximum comfort.

“Developed as a long lasting idea, ‘Always On’ connects with our consumers on an emotional level, rebuilding our relationship with him and asserting our leadership in a crowded category. The ‘Always On’ campaign is set to inspire men, and reinvigorate the Dockers® brand by connecting with loyalists and new fans around the world,” said Karen Riley-Grant, Global VP of Marketing for the Dockers® brand.

With 30 years of experience under their belt, the Dockers® brand is obsessed with two things: what their guy wants and making great khaki pants. This campaign aims to celebrate the brand’s enduring legacy and the men they have helped dress since 1986.

“Not so long ago, Dockers® defined the khaki category. FCB West’s collaboration with the amazing Dockers® team has led to a strategic and creative platform that will relaunch the brand and – with great new products – once again make Dockers® the go-to khaki for modern men,” said Joe Oh, CEO and President, FCB West.

The campaign was shot by FCB West Group Creative Director, Mike Long, along with Photographer Matthew Comer and evokes a sense of undeniable confidence and self-assurance with an underlying wittiness the brand has been known and loved for. Taglines including “Pants that Turn One Night into a Weekend” and “Pants that Show your Boss Who’s Boss” are paired with creative to tell a story of a guy ready for anything.

Social and digital are central to the campaign and will be the emphasis as the campaign rolls out to markets. Starting in September, the campaign will launch on TV, cinema and digital, globally.

About the Dockers® brand:

The Dockers® brand has been the authority in khaki pants for more than 30 years. First introduced in 1986 in San Francisco, California, this American classic has been at the heart of the casual movement providing men with quality products for every occasion. Our thoughtful innovations and meaningful details have always served a purpose, not a trend. Today, the Dockers® brand continues to be America's favorite khaki and offers a wide range of apparel and accessories with no compromises in quality - always superior comfort and versatile style. The Dockers® brand is a division of Levi Strauss & Co. and available worldwide in 60 countries, on six continents. For more information about the Dockers® brand, its products and stores, please visit <http://www.dockers.com>.

About FCB:

With more than 140 years of communications expertise, FCB's worldwide network spans 150 offices in 90 countries, with over 8,000 people, and is part of the Interpublic Group of Companies (NYSE:IPG). For more information, visit www.fcb.com.

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