# Levi Strauss revitalises brand with Beyoncé collaboration



Levi Strauss & Co., the renowned denim brand, is experiencing a revitalisation attributed to its partnership with global music icon Beyoncé. The collaboration, which began last September, included the reimagining of classic advertisements, such as a modern interpretation of the 1985 "Launderette" ad and a more recent campaign titled "Pool Hall." These initiatives are part of the ongoing "Reimagine" series aimed at reinvigorating the brand and appealing to contemporary consumers.

According to the company's latest earnings update, Levi's sales reached $1.53 billion in the first quarter of 2024, representing a 3% increase on a reported basis and an impressive 9% increase on an organic basis compared to the same period the previous year. Notably, the Levi's brand itself experienced an organic growth of 8% worldwide.

Speaking during a call with analysts, Chief Executive Michelle Gass highlighted the significance of the Beyoncé partnership, stating, “We launched our breakthrough campaign with global icon Beyoncé, reaffirming Levi’s place at the center of culture, which is driving demand across our business, especially in women.” She further noted the impact of this collaboration on brand affinity among target demographics and emphasised the company's commitment to expanding its women’s clothing line and denim lifestyle offerings. Gass mentioned plans for additional chapters of the "Reimagine" campaign set to launch throughout 2025.

However, the partnership with Beyoncé comes with increased financial implications. Gass indicated that advertising expenses surged during this quarter as the company readjusted its spending after significantly reducing it the previous year. The holiday season proved particularly beneficial for Levi's, prompting increased investment in demand advertising, especially in November and December. This led to an additional expense of approximately $25 million during this period.

The company's women's sector has seen notable growth, with a reported 12% increase and nearly $2 billion in annual sales. Conversely, the men’s division has shown some recovery, transitioning from flat sales to mid-single-digit growth by the end of the fourth quarter.

Amid the insights about brand health and growth strategies, potential challenges loom on the horizon concerning international tariffs. Gass acknowledged the uncertainties posed by President Trump's tariffs, particularly as many clothing retailers, including Levi’s, import products and materials from various countries. In its 2024 annual report, Levi’s outlined its diverse supply chain, sourcing from approximately 28 countries, with a mere fraction less than 1% directly sourced from China — which faces tariffs that could climb as high as 50%.

As the company navigates these complexities, Gass remarked on Levi's ongoing “scenario planning.” While it is exploring options with suppliers to mitigate costs, she stated that raising prices could be considered, depending on market conditions. “We do believe that... especially given the health of the brand, there is pricing power there,” she explained. “But if we do anything, it’ll be very surgical.”

In addition to its denim offerings, Levi’s is optimistic about the potential of its Beyond Yoga brand, which it acquired in 2021. Gass expressed confidence that it could eventually grow into a billion-dollar brand, citing unmet potential in the burgeoning athleisure market. She pointed to promising long-term prospects in the activewear category, suggesting that it could increase new customer acquisition while encouraging repeat purchases from existing customers.

Overall, Levi Strauss & Co. is positioned at a critical juncture of brand revival and strategic expansion, balancing the benefits of high-profile partnerships and the challenges posed by fluctuating economic conditions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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