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Levi’s

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Fabric samples shrouded in tissue and suspended from a ceiling of rafters, underneath it a large tabletop for cutting and sewing patterns and, underneath that, rows of wide drawers in which finished garments are stocked. Such is our imagined picture of the classic couturier's atelier. But it's certainly not a scene that springs to mind when contemplating a pair of ordinary jeans. And that's exactly the point of the Levi's stand recently seen at the Pitti Fashion Fair in Florence.

Dark oak table and drawers, classic studio lamps and giant mirrors joined red carpeting and soft stools to evoke the classic atelier feeling.

All the more appropriate since Levi's is forever stressing its claim to be the inventor of blue jeans. To help drive home the lesson in brand history, the tabletop is emblazoned with eagles, rivets, pocket stitching and other icons of the Levi's heritage.

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