

A person wearing a white long-sleeved shirt and white shorts is lying out of the back of a bright blue pickup truck. Their legs are hanging down, and one foot is visible, showing a brown sole. A silver metal toolbox sits on the truck bed. The background features a dry, hilly landscape under a clear sky.

Levi's

DIRECTOR'S TREATMENT



I N T R O



LEVI'S LIFE

.erom neve tcennoc nac ti eveileb I tuB

.elpoep htiw stcennoc ti llarevO .drah oot gniyrt s'ti ekil
sleef reven ti taht ekil I).won tuoba thgir rednu gniyalp
kcart "yltsenoH" eht esu yllaer dluoc I(.hturt ot noitacided
stl .sseneniuneg sti evol I .msinairatilage sti evol I .ereh
ssentaerg rof laitnetop hcum os si erehT .gniog ti ees lla ew
erehw dna ngiapmac siht htiw neeb evah syug uoy erehw
tuoba tahc ot taerg saw tl



.nrecnoc fo kcal naht rehtar gnidnuf fo kcal ot
eud ,nialp dna gnimlehwdnu eb dluohs tl ?
ebyam ,loohcs gnidraob a htiw pu dehsam cinilc
a ekil tib a ,ti ot ytilamrof ngierof dna yffuts a
s'erehT .ecalp nairatilitu yrev ,elpmis yrev siht
gnieb ti fo aedi eht ekil l ,flesti ytilicaf noitpoda
eht rof sA ...oot tib a enoz trofmoc ruo fo tuo
teg s'teL .elpuoc ruo sa nwod edispu sa leef ot
su tnaw l yas ot sa raf os og neve d'l .gnilevart
pu dniw ew reverehw level lacol a ta sevlesruo
esremmi ot tnaw yllaer ll'eW .oot ,seiticirtnece
lausiv fo ytnelp eceip eht evig ot secnereffid
larutluc citoxe htiw gnola ,sgniht esoht lla
edivorp ot sdeen ecalp siht

.ynnuf si rac a htiw pu gnikaerb nosrep a
gnieeS .retteb neve eb dluoc reilrae elttil a rac eht
gniees syas tug ym no tops era secnamrofrep eht fi
tub ,retal ro reilrae rac eht laever ot laicremmoc eht
tide syawla nac ew ,llac eht no denoitnem l
sA .sgniweiv htruof ,driht ,dnoces eht no etanoser ot
eunitnoc stops eseht os ,noitcennoc eht leef ,ti
reyal ,erom pihsnoitaler eht dna tnemom eht dliub
s'tel ,nosrep a dluow ew sa rac eht gnisU .elbarenluv
ereht gnidnats oreh ruo fo rac detlij eht fo dleihsdniw
ro wodniw eht hguorht tohs A .spahrep ,dnuorgerof
eht ni rac eht fo seceiP .smees ti sa eb ton yam lla
taht stnih elttil



A photograph of two young women skateboarding down a paved road. The woman in the foreground is wearing a denim vest over a dark top and denim shorts, with long hair flowing behind her. She is wearing leopard-print sneakers. The woman behind her is wearing a white t-shirt and light blue jeans. They are on a dark asphalt road with yellow double lines, bordered by a dirt embankment and trees on the right, and a blue sky with clouds on the left.

.stcudorp rieht tuoba lacilegnave ytterp era ohw sklof eht dna ot pu neeb sah tiosorciM tahw ot elpoep gnicudortni eb ot emit taerg a si
yllaer tl .traeh erom ngiapmac llarevo siht gniviG .leef elpoep gnikaM .elims elpoep gnikaM .erom neve pu ti gnilaid neht tub – gnitseretni
dna etanoissapmoc ,citnehtua gniniamer tuoba lla s'tl

"!gniyalp si laicremmoc etirovaf ym ,gninrub si faoltaem yekrut eht fi tahw oS !uooy htiw m'l !em s'taht ,seY" ,neercs eht ot kcab gniklat dna
gniddon eb ot reweiv eht tnaw l .dnuora dessap dna tuoba deklaf tub deweiv ylno ton eb ot stops txen eseht tnaw l .retteb neve eb nac
dnuor txen siht kniht l







elbaromem ylurt ,ylurt ti sekam dna ngiapmac siht sevird tahw eb lliw
secnamrofrep gnitavtpac esuaceb ,stnemom ruo otni efil fo dnik taht
ehtaerb nac ohw srotca rof ediw dna raf hcraes ll'ew oS .noisserpxe laicaf
yreve ,noitcelfni yreve ,eugolaid fo enil yreve ot ytilibaveileb gnirb yeht
dna ,evitcnitsid tey dna laer tsuj er'yeht ,evitcartta ylaveo ton er'yehT .tsac
yltnaillirb era srotca esohT .enecs "ailongaM" taht ot kcab elcric ot evah
I .tide eht ni seirots tseb eht rehtegot eceip ot snoitpo su gnivig ,ti htiw
gninnur ,eugolaid eht no gniffir fo elbapac srotca gnidnif evol I ,wonk
syug uoy sA .krow ton lliw siht neht rallets fo trohs gnihtyna era
secnamrofrep eht fi tub ,tnaw ew lla noitcerid tra dna yhpargotamenic
lufituaeb htiw enot thgir eht tcurtsnoc nac eW.





LOOK + FEEL



.erom neve tcennoc nac ti eveileb I tuB

.elpoep htiw stcennoc ti llarevO .drah oot gniyrt s'ti ekil sleeF
reven ti taht ekil I).won tuoba thgir rednu gniyalp kcart "yltsenoH"
eht esu yllaer dluoc I (.hturt ot noitacided stl .sseneniuneg sti evol
I .msinairatilage sti evol I .ereh ssentaerg rof laitnetop hcum os si
erehT .gniog ti ees lla ew erehw dna ngiapmac siht htiw neeb
evah syug uoy erehw tuoba tahc ot taerg saw tl

.em htiw faoltaem yekrut gnimusnoc dna gniteem rof sknahT

.msinairatilage sti evol I .ereh ssentaerg rof laitnetop hcum os si
erehT .gniog ti ees lla ew erehw dna ngiapmac siht htiw neeb
evah syug uoy erehw tuoba tahc ot taerg saw tl







THE DENIM



.elpoep htiw stcennoc ti llarevO .drah oot gniyrt s'ti ekil sleef
reven ti taht ekil I).won tuoba thgir rednu gniyalp kcart
"yltsenoH" eht esu yllaer dluoc I(.hturt ot noitacided
stl .sseneniuneg sti evol I .msinairatilage sti evol I .ereh
ssentaerg rof laitnetop hcum os si erehT .gniog ti ees lla ew
erehw dna ngiapmac siht htiw neeb evah syug uoy erehw tuoba
tahc ot taerg saw tl

.sseneniuneg sti evol I .msinairatilage sti evol I .ereh ssentaerg
rof laitnetop hcum os I

yltsenoH" eht esu yllaer dluoc I(.hturt ot noitacided
stl .sseneniuneg sti evol I .msinairatilage sti evol I .ereh
ssentaerg rof laitnetop hcum os si erehT





OUTR



.elpoep fo ytnelp gnidnes eb ll'ew wonk
l ,romuh eltbuS ,dettiw-kciuq gnisu ,hcaorppa
citamard ,efil-laer fo dnik taht htiw
slaicremmoc eseht ta emoc ew fl .no evom
dna ffo dia-dnab taht raet attog uoy ,eromyna
ereht t'nsi evol eht fi ,pihsnoitaler yna htiw
ekiL .atoyoT wen a rof reknulc dlo taht edart
ot si ti ysae woh elpoep gniwohs otni yalp
revelc a dna tpecnoc nuf repuS

.gnidnes rof sknahT