



Beyoncé and Levi's® Launch Chapter 2 with REIIMAGINE: Pool Hall

San Francisco, CA (February 24, 2025) – The Levi's® brand, in collaboration with global icon Beyoncé, today debuted “Pool Hall,” the second chapter of the REIIMAGINE campaign and a celebration of the Levi's® brand's enduring legacy and Beyoncé's transformative artistic vision. In the new film and accompanying imagery, Beyoncé effortlessly showcases an iconic denim-on-denim look and its timeless versatility.

Building on the success of the first chapter — “Launderette,” which inspired audiences by reimagining a classic 1985 advertisement — “Pool Hall” reinterprets the iconic 1991 Levi's® ad of the same name. Levi's® teamed up with Grammy Award-winning director Melina Matsoukas for the latest chapter of the REIIMAGINE campaign, evolving this piece of Levi's® history while showcasing the timeless versatility of its garments.

The campaign was conceived in creative partnership with TBWA\Chiat\Day LA and produced by de la revolución/PRETTYBIRD.

“Pool Hall” captures Beyoncé defying expectations as she takes on a local shark, played by Timothy Olyphant, in a high-stakes game of pool. Celebrating Levi's® products as modern style staples that continue to evolve, the new chapter embraces bold interpretations and encourages wearers to make them their own. Chapter 2's accompanying images highlight striking pieces, including the Ribcage Wide Leg jeans, the Braided Vest and the Spade Trench, styled with custom embellishments to reflect the spirit of individuality and reinvention central to the campaign.

“There isn't another wardrobe piece that evokes comfort, modern elegance, classic Americana attire and nostalgia the way denim does,” said Beyoncé. “And when I think of all those things, I think of Levi's®.” She continued, “For the second chapter in our collaboration, we had even more fun in reimagining the denim-on-denim narrative, through the lens of a woman, who can be sexy, bold and a fierce competitor, all at once. We wanted to celebrate the duality of grace and power.”

“Levi's® has always built on its rich denim history, reinterpreting it in new cultural moments and proving that reinvention is at its core,” said Kenny Mitchell, global chief marketing officer of the Levi's® brand at Levi Strauss & Co. “Pool Hall honors our heritage while breaking new ground, giving fans a chance to personalize their Levi's® and express their unique style.”

“Pool Hall” launches with a fully integrated global campaign, including television, digital, social media, out-of-home and brand activations. Additionally, the Levi's® brand's social media will feature additional style content from global creators that encourages viewers to make their own style mark. Fans and friends of the brand will also be invited to participate in experiences that will serve as a playground for their own reimaginings.

The campaign continues the Levi's® tradition of working with the most celebrated creative talents of our time. Matsoukas collaborated with Emmy Award-winning cinematographer Marcell Rév and acclaimed

photographer Mason Poole to capture the visual essence of Pool Hall, building on the legacy of iconic Levi's® campaigns and photography.

For more information on the REIMAGINE campaign, visit levi.com/liveinlevis and follow @levis on Instagram and TikTok. The full version of the film can be found on [YouTube](#).

About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world — capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading denim and accessories are available in more than 120 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit levi.com.

About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in denim. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Levi Strauss Signature™ and Beyond Yoga® brands. Its products are sold in more than 120 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,400 brand-dedicated stores and shop-in-shops. Levi Strauss & Co.'s reported 2024 net revenues were \$6.4 billion. For more information, go to <http://levistrauss.com>, and for company news and announcements go to <http://investors.levistrauss.com>.

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