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**Denim Club India Newsletter - Vol. 1, Issue 10**

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Dear **Mr. Rajesh Dudeja,**

Hello!

Here is another edition of DCI News-letter!

The recently launched **Levis 501 Live Unbuttoned Campaign** - which came up with Akshay Kumar playing the Brand Ambassador - prompted us to move the spot-light on **Levi Strauss**.

This edition brings to you the news of Levis 501 launch, a video link of the launch event which took place on 26 August at Mumbai, and the Levi`s Asia Pacific website.

Hope you find it interesting and useful!!!

News

**Akshay Kumar Raw: `You Can Unbutton With Your Wife Physically And Emotionally`**

[SAWF News](#) | 8/27/2008

Akshay Kumar scorched the ramp with a bevy of beauties for `Levis 501 Unbuttoned` on Tuesday noon, August 26, at the Taj Lands End, in Bandra, Mumbai, and his raw and earthy humor at the press event surprised many.

Explaining why he chose to promote Levis 501 Unbuttoned he said:

*The word Unbuttoned appealed to me since it carries a special meaning. It is not an act but an attitude. I have always been very selective about the brands that I endorse. But I have been wearing the Levis brand since childhood and it looks good on my butt. I feel it`s the king of all jeans.*

For more Denim News, visit [Denim Cub India - News](#)

Video

**Levi`s 501 Live Unbuttoned Campaign Launch**



Action king **Akshay Kumar** has been signed as the Brand Ambassador of Levi`s jeans. He will be featuring with international super model Saira S., in the commercials of 501 Jean which is a brand new form of the first pair of jeans that carried the tag live unbuttoned.

The launch event of the campaign took place on 26 August, 2008 at the Taj Lands End, in Bandra, Mumbai. Akshay Kumar lived up to his action star image at the launch of the Levi`s 501 Live Unbuttoned campaign. Akshay walked the ramp with international models and even **set himself on fire**. Check out Akshay Kumar unbutton his jeans as he walks down the ramp for Levi`s.

In case the embedded video does not run in your email browser, please [click this link](#).

For more Denim Videos, visit [Denim Cub India - Videos](#)

Website

[Levi`s Asia Pacific](#)



Created in 1873, Levi`s jeans are the original, authentic jeans. Levi`s is among the most successful, widely recognized and often imitated clothing products in the history of apparel.

Levi`s jeans over a period have captured the attention, imagination and loyalty of diverse individuals.

Levi`s continues to define jeanswear

with the widest range of products available, from quintessential classics such as the famous Levi`s 501 original jean to favourite fits and styles in the Red Tab and Premium collections.

Do take a look at Levi`s Asia Pacific at <http://www.ap.levi.com/>. You will sure like the experience!

For more Denim websites, visit [Denim Cub India - Websites](#)

We shall keep writing to you, in the days to come, and share with you the various plans and initiatives, so as to accelerate the growth of the First Ever and the Only Denim Community in the country. Keep an eye on the Programs and Events, Industry Institute Interface, Denim Experts Zone, and the Jobs & Career Section on Denim Club India. You will sure find it interesting and useful.

Please note that we have included a convenient UNSUBSCRIBE link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

Resource Desk

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