NEWS RELEASE

Kohl's Becomes the Exclusive Wholesale Retailer of Levi's® SilverTab™ as Iconic Denim Brand Reintroduces Beloved '90s Era Collection

7/28/2022

- Kohl's and Levi's® partner to bring back the style and attitude of the 1990s with a revived limited-time SilverTab™ capsule collection
- As a top retailer of Levi's®, Kohl's is the exclusive wholesale partner of Levi's® SilverTab™
- Addition of Levi's® SilverTab™ contributes to Kohl's continued efforts to be a denim destination by adding premium and style-led offerings for the casual lifestyle

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Today, Kohl's (NYSE: KSS) announced it has partnered with Levi's® (NYSE: LEVI) to reintroduce the iconic style, fits and attitude of the 1990's Levi's® SilverTab™ collection. Available now, and exclusively at Kohl's, **Kohls.com** and **Levi.com**, Levi's® SilverTab™ offers a collection of relaxed and baggy denim and apparel for women, men and kids that embodies the trends of the '90s, refreshed for a new generation. The new capsule collection further solidifies Kohl's, a top retailer of Levi's®, as a denim destination for the entire family.

"Over the years, Kohl's and Levi's® have built an incredible partnership that has brought the brand's most popular styles and collections to millions of Kohl's customers across the country. The relaunch of the iconic SilverTab™ collection is an exciting next chapter in our history together, bringing back the denim styles and fits that were worn and loved by a generation, now again more popular than ever," said Ron Murray, Kohl's interim chief merchandising officer. "The addition of Levi's® SilverTab™ is another example of how we are modernizing our portfolio with premium and style-led offerings as part of our strategy to become the retailer of choice for the active and casual lifestyle."

The Levi's® SilverTab™ line originally launched in the late '80s and gained popularity in the '90s with its focus on loose and baggy fits. Inspired by streetwear and hip-hop, the collection was a fixture of the '90s era. Now, SilverTab™ is coming back exclusively at Kohl's with the iconic relaxed silhouettes that made SilverTab™ the go-to brand of the decade. The capsule collection features popular '90s denim styles including loose and mom-style jeans, overall pants and shorts, and oversized denim jackets, as well as graphic tees, crewneck and fleece hoodies, flannel shirts, bucket hats, and leather belts. Offered in styles and fits for adults and kids, SilverTab™ will be available now through January, 2023 in 600 Kohl's stores with an extended assortment available on **Kohls.com** and **Levi.com**.

The Levi's® SilverTab™ collection debuts just in time for back-to-school season and will be positioned prominently in Kohl's stores adjacent to Sephora at Kohl's in an area designed to showcase new and seasonally relevant brands. The elevated in-store experience will highlight SilverTab's™ nostalgic '90s vibes with retro-inspired imagery and mannequin displays.

Levi's® SilverTab™ Campaign Images **HERE** .

Levi's® SilverTab™ Product Images **HERE** .

The addition of Levi's® SilverTab™ to Kohl's product portfolio reinforces the company's commitment to evolving its assortments with style-led offerings that meet the needs and trends of today's consumers.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer. With more than 1,100 stores in 49 states and the online convenience of **Kohls.com** and the Kohl's App, Kohl's offers amazing national and exclusive brands at incredible savings for families nationwide. Kohl's is uniquely positioned to deliver against its strategy and its vision to be the most trusted retailer of choice for the active and casual lifestyle. Kohl's is committed to progress in its diversity and inclusion pledges, and the company's environmental, social and corporate governance (ESG) stewardship. For a list of store locations or to shop online, visit **Kohls.com**. For more information about Kohl's impact in the community or how to join our winning team, visit **Corporate.Kohls.com** or follow @KohlsNews on Twitter.

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 jeanswear and accessories are available in more than 110 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**.

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Source: Kohl's