

BUDGET **STRETCHING** GIFT IDEAS

Give The Gift Of Fashion For Under \$25 This Holiday Season

Discover Jeans That Fit Every Style And Budget At Wal-Mart

*The Levi Strauss Signature Collection is the Affordable Gift to
Give the Entire Family*

(NAPSA)—This year, toss out the ties, stash away the socks—the must-have, holiday gift to give is jeans. Making its way straight from the pages of fashion magazines into schools, the workplace and even this year's holiday parties, jeans are a key item for the hottest looks this season. More importantly, it's never been easier to find a perfect pair of jeans for everyone in the family at prices that just about anyone can afford.

Within the last three years, America's love affair with jeans has risen sharply and continues to grow strong with consumers eager to buy more. According to a recent survey conducted by Cotton Incorporated, more than 44 percent of its participants planned on buying one or two new denim items in the short-term. Designers have responded by giving consumers more choices in style, fit and colors—but, often with a hefty price tag, ranging anywhere from \$70 to \$150. At the end of the day, however, value and high quality are what truly matters to consumers, who, on average, are only willing to pay between \$33 and \$35 for a well-fitting pair of jeans.

The good news is there are high-quality jeans available that provide designer looks at affordable prices. From the makers of the original jean, the Levi Strauss Signature collection offers updated styles for the entire family with high-quality craftsmanship. Available at Wal-Mart stores nationwide, all the jeans in the collection are priced under \$25.

"Jeans are the perfect gift this holiday season, because there's something special for everybody right now," said Stacy London, fashion expert and host of The Learning Channel's "What Not to Wear." "With a great pair of jeans,



you can dress it up to reflect your mood or personality—the style combinations you can create are endless, making it the gift that keeps on giving. More importantly, you don't have to spend a fortune; for example Levi Strauss Signature has really amazing bargains on some stylish, high-quality jeans that will keep you and your wallet looking great."

One Stop Shopping for Great Gifts Under \$25

For dads, try the classic Regular Fit Jean—good for both work and the weekend. Young men and boys may enjoy the Carpenter Pant, with its comfortable, loose fit and stylish details. Moms may enjoy dressing up the Misses Bootcut Jean for a holiday party, while teens keep up with the latest fashion trends with the Juniors Lowrise Bootcut Jean. For younger girls, check out the Snap Thru Carpenter Jean. All products listed here range from \$18.68 to \$24.68. To view the entire collection or find a nearby store, visit www.levistrausssignature.com.