

# SIGNS OF THE TIMES

## Levi's Emulates Antique Bulletins with VUTEK Prints

Levi Strauss (San Francisco) marketers wanted a unique concept to promote its Type 1 jeans. Because it doesn't consider itself a fashion-product manufacturer, Levi's likes a distinct approach when designing window displays for its 15 company-owned stores. Chad Hinson, Levi's senior manager of visual merchandising, defines Levi's marketing strategy: "Levi products are not the fashion of the moment, but the fashion of the street."

For the Type 1 promotion, Chad and his design crew considered an antique billboard "bulletin" approach, but, to save on costs, they knew the images needed to be digitally imaged. The design crew printed photo images on paper, then designed them as a collage.

To emulate the popular, large-format bulletins of the



1920s, they applied the prints with wheat paste. After buying wheat paste at Home Depot, Chad's crew tested the idea, then contacted Rick Cappellitti at Andres Imaging and Graphics (Chicago) and asked him if he could print the project. Shawn Toth, an Andres designer, after testing the methods, said yes. He printed samples on Andres' grand-format VUTEK 360 inkjet printer and returned them to Chad for approval. As the photos evidence, the project was successful. Contact Andres Imaging and Graphics at (773) 435-7600. [www.andresimaging.com](http://www.andresimaging.com); VUTEK at (603) 279-4635; [www.vutek.com](http://www.vutek.com).

