

ANTHEMIC

AGENCY

CAMPAIGN: LEVI'S HAUS MIAMI
CLIENT: LEVI'S
AGENCY: ANTHEMIC

VISION

In the Spring of 2019, Levi's brought on agency partner, ANTHEMIC, to create and produce a first of its kind pop-up experience in Miami. While the impetus for this endeavor was to allow consumers to experience Levi's Future Finish technology firsthand for the first time ever, the end goal became to create an immersive space that brought Levi's efforts in sustainability, innovation and progress to life.

CREATIVE AND PRODUCTION

With this goal in mind, ANTHEMIC provided strategic and creative insight, while managing production from concept to on-site construction and launch events that kicked off during Miami's Art Basel week. To showcase Levi's sustainability focus ANTHEMIC upcycled shipping containers to house the key experience elements, creating a visually stunning, open, fishbowl-style footprint that took cues from Miami's lush and modern aesthetic.

ANTHEMIC identified and cultivated partnerships with 15 local Wynwood & Miami-based companies committed to sustainable business practices and products, keeping the project green from planning through execution. In total, 12 fully custom fabricated modular spaces were produced including the Levi's Tailor Shop and Tailor Shop "To Go," where fashion-savvy guests could explore their own self-expression through choices of iconic Levi's back patches,



monograms, graphics, and more. Additionally the Design Studio gave consumers a hands-on experience with Levi's Future Finish laser technology, allowing visitors to customize rips, distress, and wash to create their own unique, customized pair of Levi's jeans (all while saving water and reducing harmful chemicals typically used in the finishing process for most jeans).

In addition to the sustainable customization spaces we also created an onsite coffee shop and bar, a gallery displaying the customization work of artist partners, a retail shop with fresh merchandising and a series of outdoor lounge areas for guests to explore and relax while considering their designs. The backyard flex space was used for everything from a family yard games area during the Superbowl LIV to a concert kicking off the global launch of the Levi's XX Chino.

RESULTS

The results were two-fold. In addition to working with an elaborate network of vendors and production partners, the project came to life via over 1,800 hours of construction, landscaping, painting, networking, welding and more. 15 partnerships cultivated with local sustainability-oriented businesses and vendors which created necessary goodwill with the community and the city of Miami's planners, and was also critical to the campaign's reception and success. Regularly rotating product drops and musical programming drew in media, influencers and Miami fashion, music and culture enthusiasts, culminating in 498 million media impressions and 33 million social media impressions. The "Haus" also ushered in the global launch of Levi's customization technology by featuring workshops with artists and guests such as Shepard Fairey, Futura, Don C, ASAP Ferg, A-Trak, James Murphy, Winnie Harlow and more.



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