

Levi's® & Euphoria

US Haus & PR Recap

June 2026



RECAP OVERVIEW

Levi's® played an integral role in Euphoria Season 3 through a combination of on-screen costume collaboration and experiential fan engagement.

In partnership with costume designer Natasha Newman-Thomas, the brand provided a number of styles that were worn on the show by most of the lead characters and even created a custom 1953 Type II Jacket for Rue, featuring a signature green corduroy collar that became a key part of the character's look for the final 2 episodes.

Levi's® extended the partnership off-screen with a presence at the Season 3 premiere in LA, as well as the NY finale screening event alongside Depop at the Brooklyn Paramount, where fans, creators and tastemakers received Trucker Jackets and personalized them through on-site chain-stitch customization, bringing the show's spirit of self-expression to life.

The partnership also extended cross-functionally and commercially with support from the Social, Ecomm and Retail teams.



OVERALL KEY METRICS

**Estimated Media Impact Value Formula: (Impressions x 0.015 cent)*

**Social Reach: (# of total followers across each post)*

Press Hits

5

of Social Posts

25

Social Reach

17.7M+

**Estimated Media Value
(EMV)**

\$786.3K+

A man with dark, wavy hair and sunglasses is smiling while holding up a blue denim jacket. He is wearing a dark blazer. The jacket has a black tag with 'LOVE' and 'euchoria.' written on it, and a yellow 'pyco.' logo on the chest. The background is a dimly lit room with a large potted plant and other people in the background.

LA PREMIERE AFTER PARTY

LA PREMIERE AFTER PARTY OVERVIEW

Levi's® partnered with Euphoria to celebrate the Season 3 premiere at Chateau Marmont with an exclusive after party on April 7th, bringing together cast, creators, media and cultural tastemakers for an immersive brand experience. As part of the event, Levi's® gifted attendees the Type I Jacket and offered on-site chain-stitch customization.



NYC FINALE SCREENING

NYC FINALE SCREENING OVERVIEW

Levi's® partnered with Euphoria and Depop to celebrate the Season 3 finale with an exclusive screening event at the Brooklyn Paramount on May 30, bringing together fans, creators, media and cultural tastemakers for an immersive brand experience. As part of the event, Levi's® gifted attendees the iconic Trucker Jacket and offered on-site chain-stitch customization, transforming each piece into a personalized keepsake inspired by the show's spirit of self-expression and individuality.



NYC EUPHORIA SCREENING KEY METRICS

**Estimated Media Impact Value Formula: (Impressions x 0.015 cent)*

**Social Reach: (# of total followers across each post)*

Press Hits

1

of Social Posts

25

Social Reach

17.7M+

**Estimated Media Value
(EMV)**

\$341.5K+

NYC EUPHORIA SCREENING ATTENDEES



Barto
[captainbarto](#)
Influencer



Brooke Frischer
[brookeff](#)
Senior Fashion Editor,
The Zoe Report



Casimere Jollette
[casimere](#)
Influencer



Destiny Joseph
[isthisfate](#)
Influencer



Ella Emhoff
[ellaemhoff](#)
Influencer



Gabrielle Richardson
[fridacashflow](#)
Influencer



Levi Sebree
[levisebree](#)
Influencer



Manny Omitto
[mannyomitto](#)
Influencer



Michelle Li
[himichelleli](#)
Influencer

NYC EUPHORIA SCREENING PRESS HIGHLIGHTS

Key Hit

VANITY FAIR

How Sam Levinson Said Goodbye to *Euphoria*

At a special Brooklyn watch party, *Euphoria* fans got together to watch the *Euphoria* season three finale, bidding farewell to Zendaya's Rue, Sydney Sweeney's Cassie, and the rest of the gang from *Euphoria* High. "Thank you for riding with us," said Levinson.



Those who arrived early were given Levi's denim jackets that could be personally embroidered on-site. They also had a chance to snag a thrifted T-shirt from Depop before settling down to watch the show's 90-minute finale with some *Euphoria* cast members, including season three standouts Marshawn Lynch and Darrell Britt-Gibson.

Vanity Fair: [How Sam Levinson Said Goodbye to Euphoria](#)



NYC EUPHORIA SCREENING SOCIAL HIGHLIGHTS



A woman with long, wavy brown hair is standing in a grassy field. She is wearing a light blue denim jacket over a white t-shirt and a yellow floral shirt. She is shielding her eyes with her right hand. In the background, there is a wooden fence and rolling hills under a bright sky.

EUPHORIA COSTUME PITCHING

EUPHORIA COSTUME PITCHING OVERVIEW

Levi's® partnered with the costume designer behind HBO's Euphoria Season 3, Natasha Newman-Thomas, to create a custom version of its iconic 1953 Type II Jacket for Rue, featuring a distinctive green corduroy collar that reflects the character's evolving style.



EUPHORIA COSTUME KEY METRICS

**Estimated Media Impact Value Formula: (Impressions x 0.015 cent)*

**Social Reach: (# of total followers across each post)*

Press Hits

4

Press Impressions

29.6M+

**Estimated Media Value
(EMV)**

\$44.8K+

EUPHORIA COSTUME PRESS HIGHLIGHTS

Key Hits

VARIETY

May 28, 2026 11:20am PT

Rue Is a Levi's Girl in 'Euphoria' Season 3

Shop the exact Levi's Trucker II jacket she wears in Episode 7 here.

By Anna Tingley



Nate Jacobs may be a Bottega Boy but Rue is a Levi's Lady in the third season of "[Euphoria](#)."

Additional Mentions

- GQ: [Euphoria's Costume Designer Explains Why Nate Jacobs Wears So Much Bottega Veneta](#) | GQ
- Vanity Fair: [Euphoria's New Costume Designer Is After More than Viral Memes](#) | Vanity Fair
- Coveteur: [Every Look In Euphoria Season 3 Is Telling Us Something](#)

Variety: [Rue Is a Levi's Girl in 'Euphoria' Season 3](#)

PRODUCT PLACEMENT



Homer Gere wears Levi's® 501® Jeans



Sydney Sweeney wears Customized Levi's® 501® Jeans



Maude Apatow wears Levi's® Wedgie Bootcut



Zendaya wears Levi's® Type II Jacket

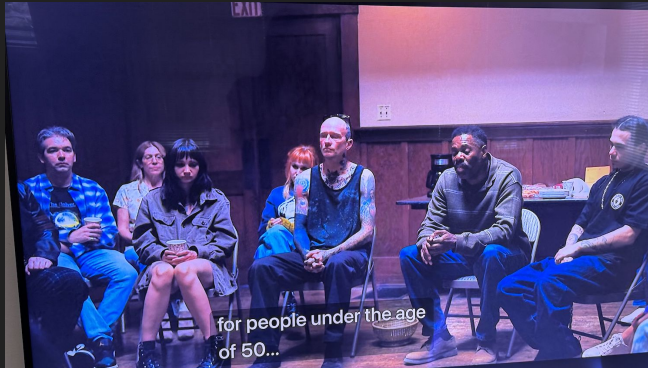
PRODUCT PLACEMENT



Zendaya wears Levi's® Type II Jacket



Colman Domingo wears Levi's® 501®s



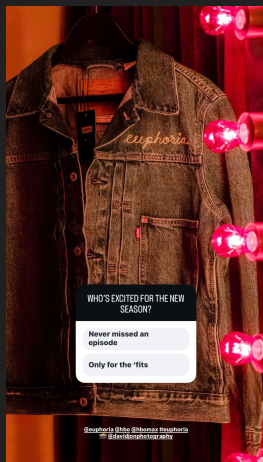
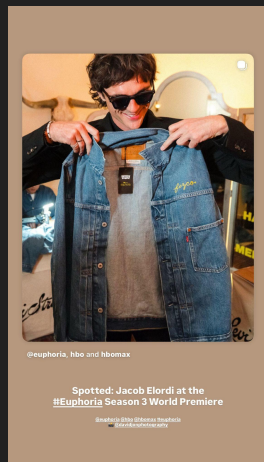
Colman Domingo wears Levi's® 501®s



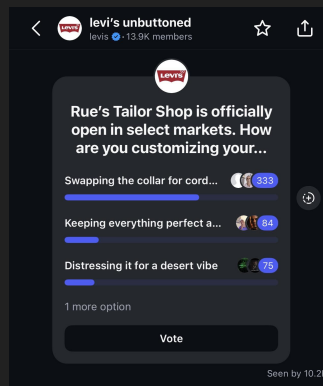
Marshawn Lynch wears Levi's® Trucker Jacket

SOCIAL

Social tapped into *Euphoria*'s influence as a cultural style authority to position Levi's® as the connective thread between character identity and real-world style expression. Through character-inspired styling, Tailor Shop storytelling, and event amplification content, we anchored the brand at the center of cultural conversation through the lens of styling, customization, and eventing across Levi's® social channels.



IG Story | Launch Party



IG Broadcast Channel
Tailor Shop Poll



IG Reel + TikTok | Rue's Tailor Shop

SOCIAL METRICS

of Social Posts: 4

TOTAL IMPRESSIONS

1.04m

Avg Impressions

207k

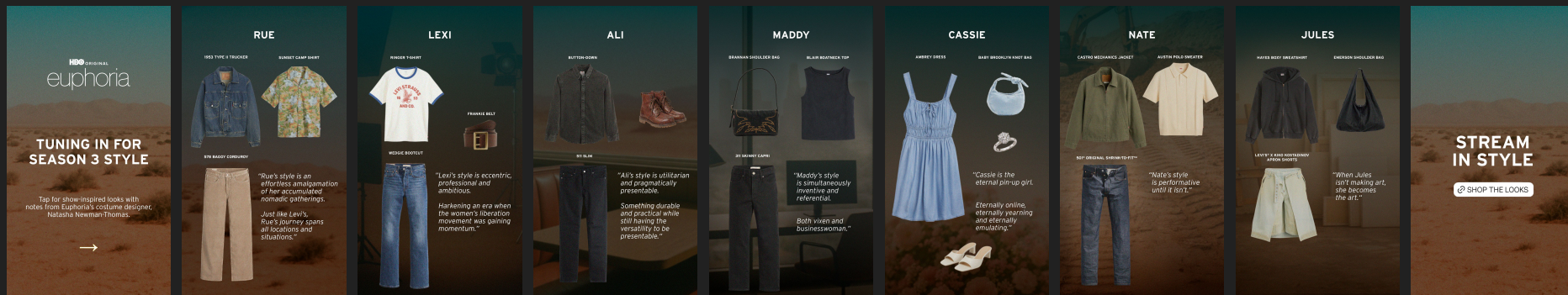
Total Engagements

11.2k

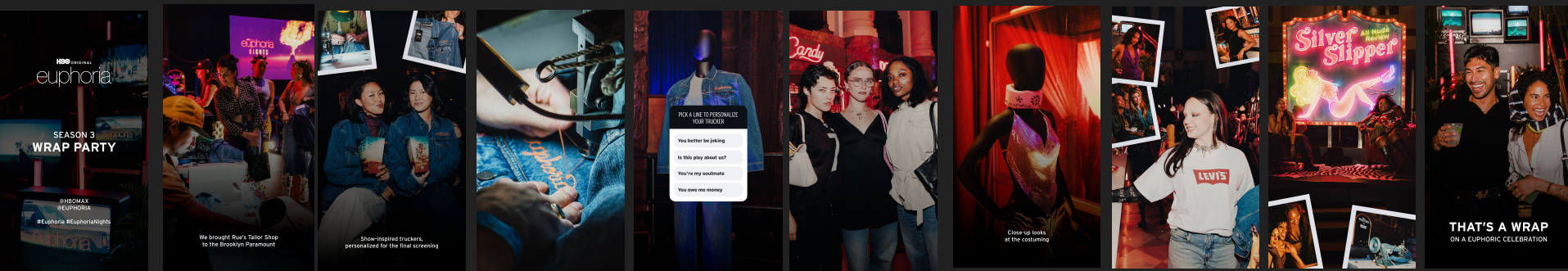
Avg Engagement Rate

~1.08%

SOCIAL



IG Story | Character-Inspired Looks

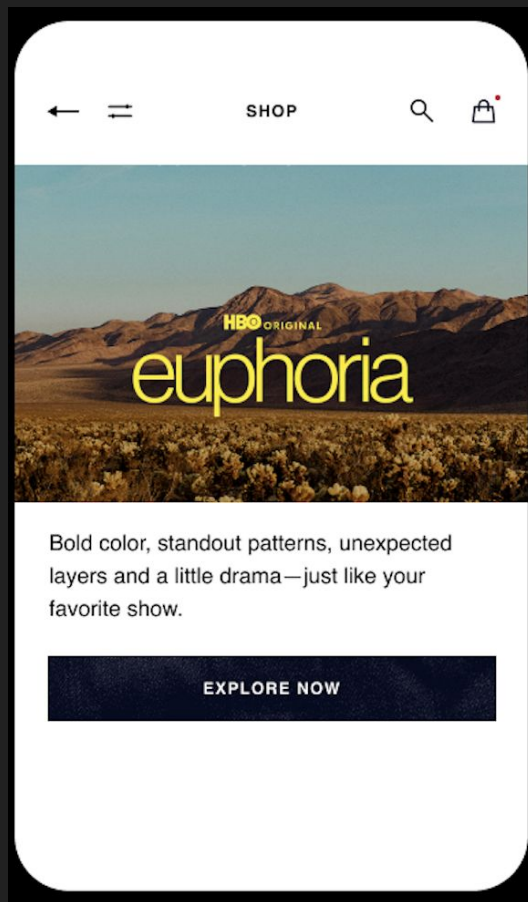


IG Story | Wrap Party

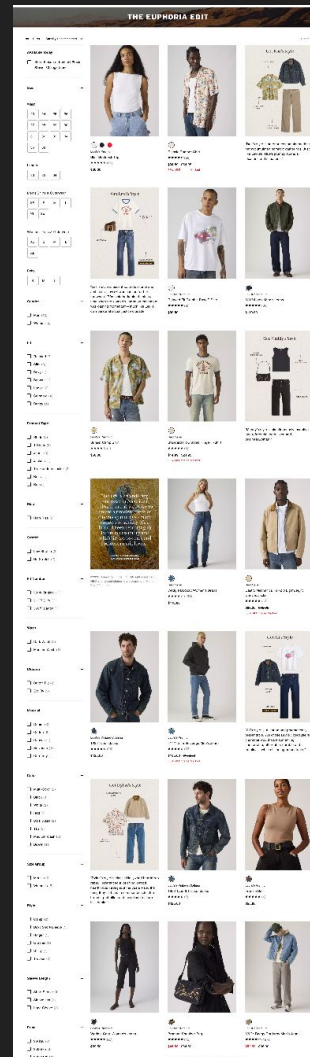
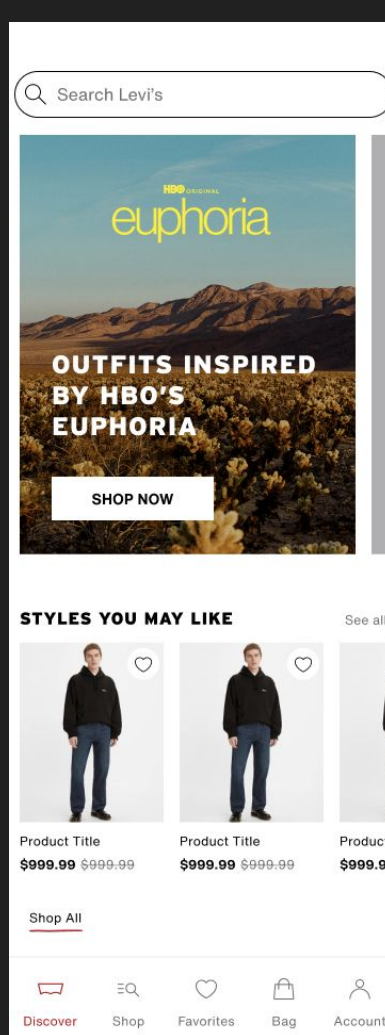
ECOMM

Launched with a PLP, app content and CRM.

- **PLP:** Saw soft engagement in the “featured” section of the nav (~150 clicks a week)
- **App:** Was the top performing content when featured in the app feed (drove ~5K clicks).
- **CRM:** Soft performance in email with low conversion and click rates. Email received 385 clicks.



Bold color, standout patterns, unexpected layers and a little drama—just like your favorite show.



RETAIL & TAILOR SHOP

Levi's® launched a limited-edition patch kit (4 patches) and corduroy collar swap to align with Rue's custom Trucker at eleven (11) key Tailor Shops across the U.S. & CA.

Launch: 6/4 - 6/21

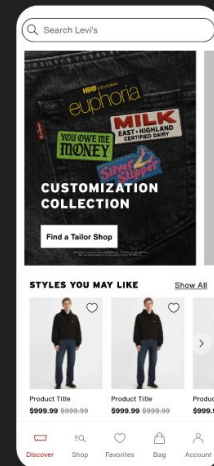
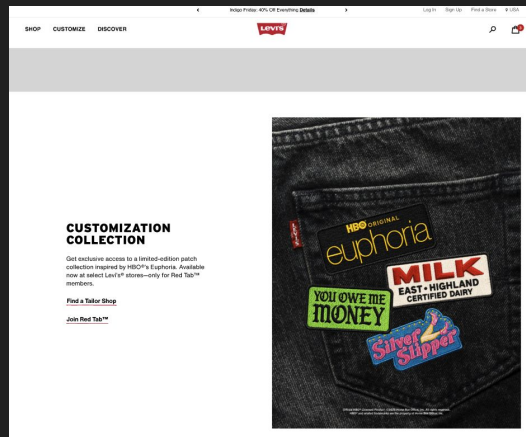
To support amplification, digital and print assets were launched across Levi's® owned channels (site, app, email, social, in-store signage), mall partner channels, and our Times Square billboard.

FIGMA ASSET [LINK](#)

Results:

- Patch kit: 287 (as of 6/18)
- Collar Swaps: 9 (as of 6/18)

Participating locations: Century City, SoHo, Times Square, Hudson Yards, Aventura, Brickell, Michigan Ave, Market Street, NorthPark, Forum Shops, and Toronto Eaton Centre.



THANK YOU.