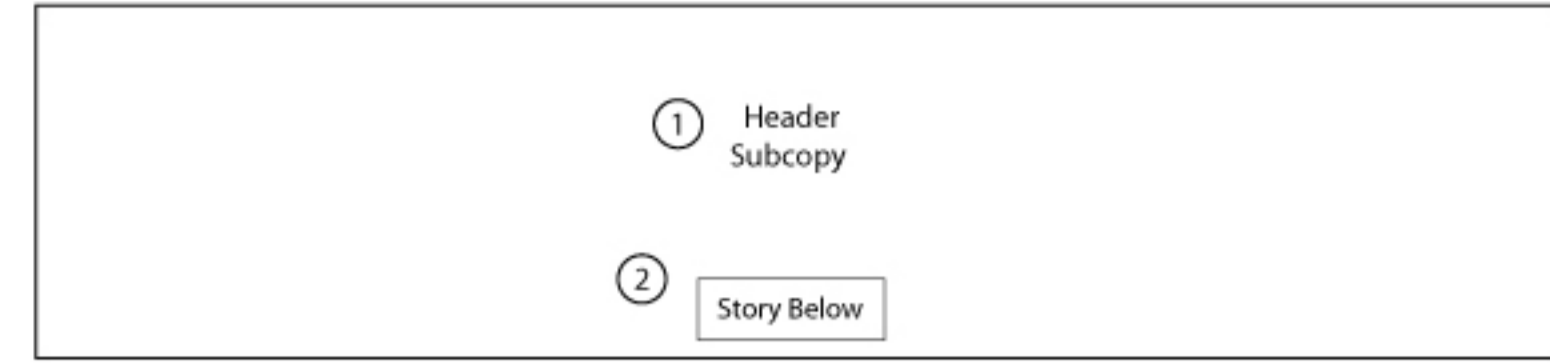
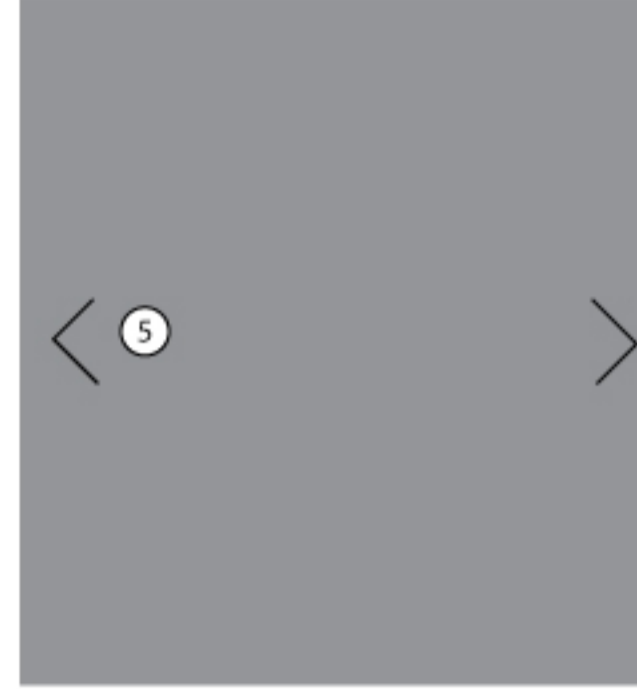


Landing Page



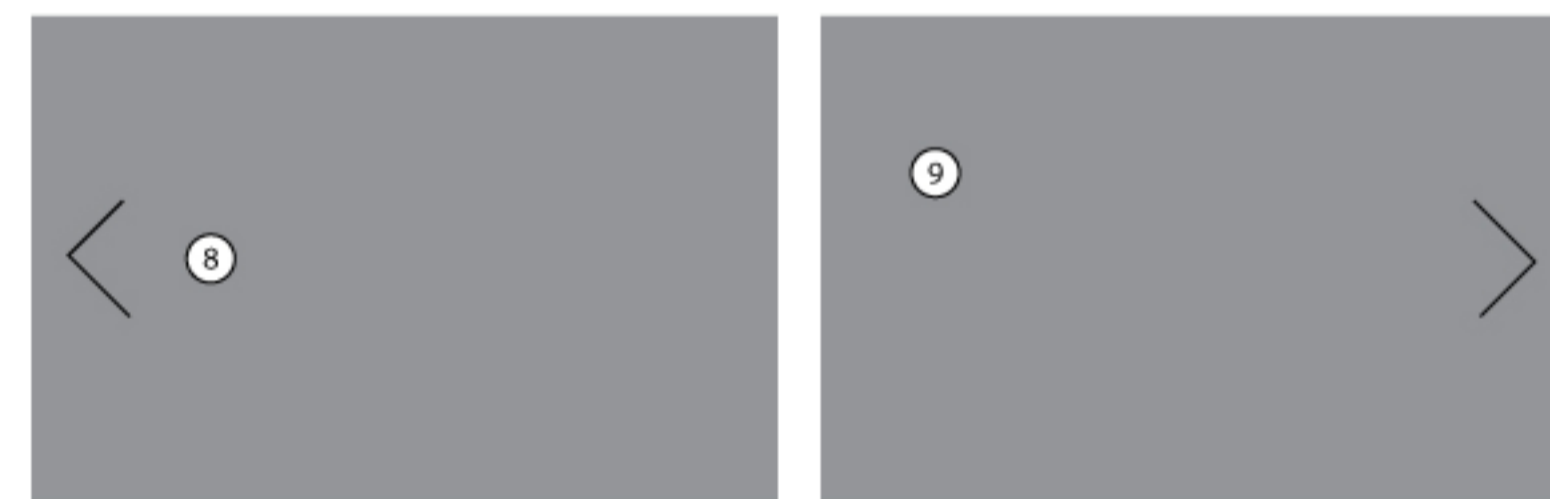
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Header
Subcopy about the collection



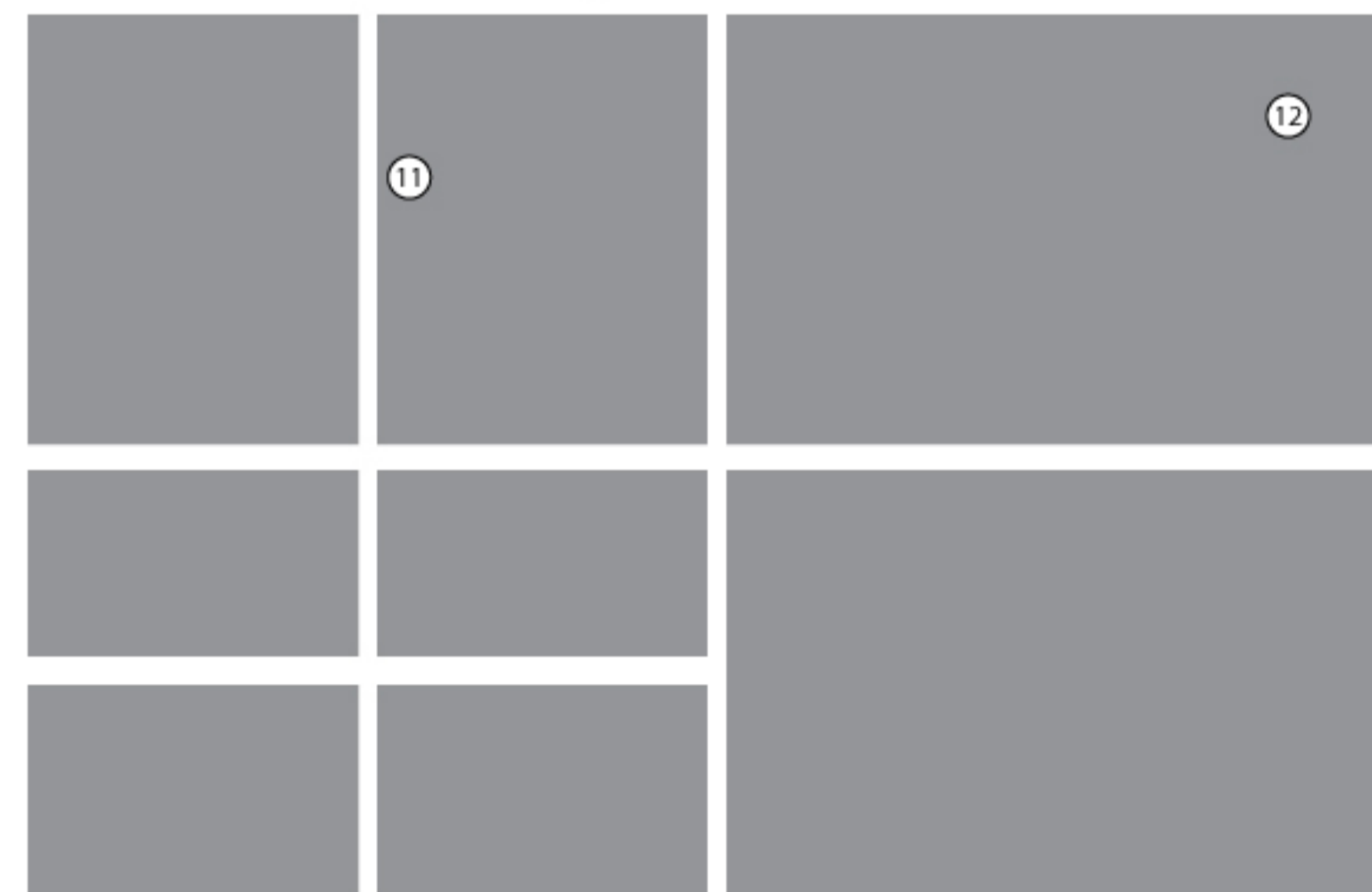
Header



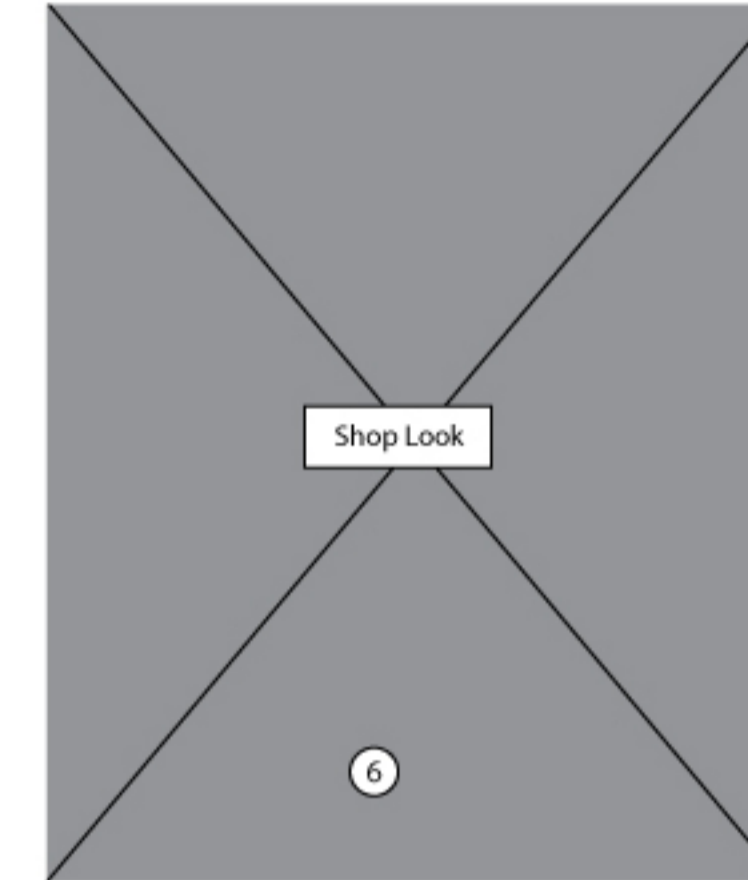
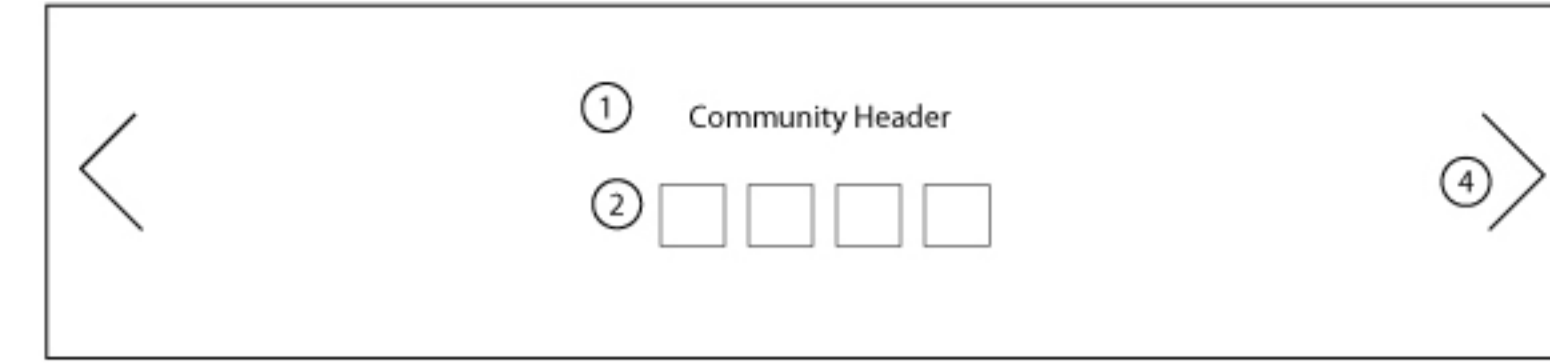
Title
Descriptive copy block

Title
Descriptive copy block

10 Header



Community

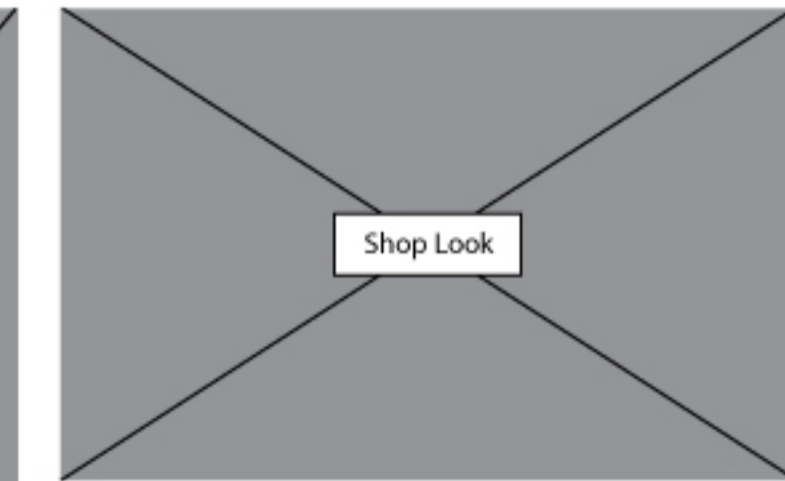
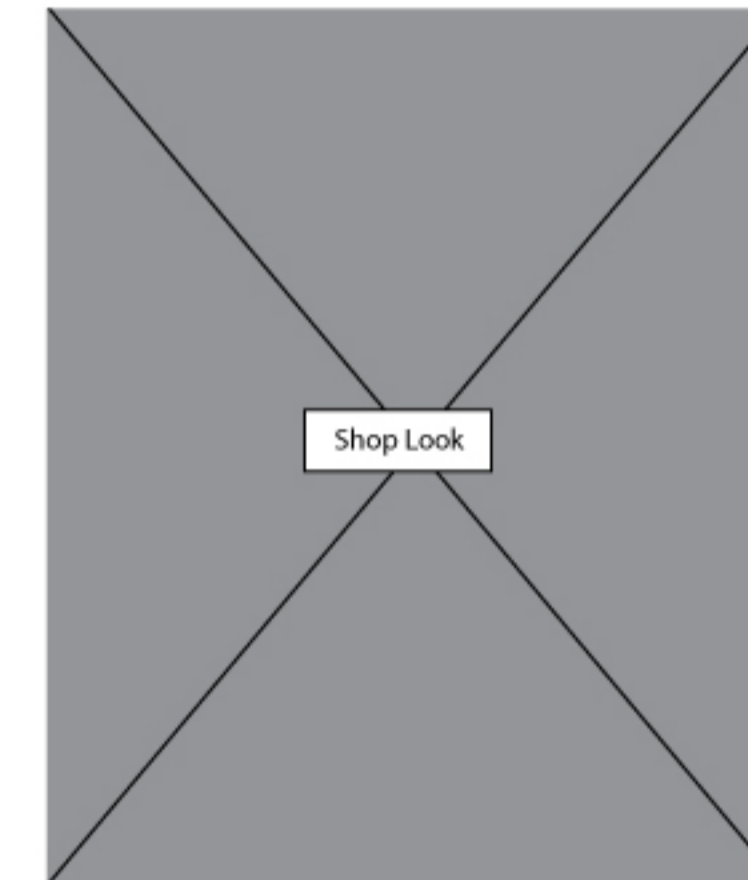


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Other Stories



ID	Element	Event	Behavior
1	Page Title + Description		Community Title and 2 Line description of how users can contribute content to community via social media channels (Instagram, Twitter)
2	Social Media Icons	OnClick	<ul style="list-style-type: none"> Social media icons allow users to follow Levi's social media accounts On click, user is taken to the Levi's social media page accordingly.
3	Page Share Icon	OnClick	<ul style="list-style-type: none"> Allows user to share page content via selected social media channels onto their personal profiles. On click, user is presented with a list of social media channels to post a url to their profile page.
4	Prev/Next Tastemakers Arrows	OnClick OnHover	<ul style="list-style-type: none"> On click, takes user to prev/next Tastemaker Page On hover, Prev/Next thumbnail image appears
5	Profile		<ul style="list-style-type: none"> Brief profile including an Archetype Title (The Creator), social media handle, and quotes from Tastemaker. Profile should feature Tastemaker's inspiration, fashion influence, early fashion memories, etc to provide a glimpse into their persona and lifestyle.
6	Media Tile	OnClick OnHover	<ul style="list-style-type: none"> Photography or video content can be featured in the Media tiles. OnHover, Media Tiles can show shoppable content or highlighted quotes

ID	Element	Event	Behavior
1	Hero Image & Copy		<ul style="list-style-type: none"> Primary title, short 2-line copy, and immersive Hero image with the objective of establishing Brand Voice and a quick introduction on what is so different/unique about this collection.
2	Page scroll button	OnClick	<ul style="list-style-type: none"> Peeks above the fold to entice the users to either scroll down or click and be navigated down the page. On click, is jumped to Storytelling Module.
3	Storytelling Slideshow Module		<ul style="list-style-type: none"> Allows Levi's to tell the story behind their collection while showcasing how this collection can be used in real life. Educates not only on technical information, but how to wear it.
4	Slideshow Slide Preview Tiles	OnClick	<ul style="list-style-type: none"> On click, jumps primary image/media slideshow to that preview tile.
5	Slideshow Scroll Buttons	OnClick	<ul style="list-style-type: none"> On click, navigates through the slideshow.
6	Product Tiles / Doorways	OnHover	<ul style="list-style-type: none"> On Hover, shows the hover state to allow user to quickly glimpse the product by itself (flat laydown/hang), and some key details.
7	Shopping Tiles CTA	OnClick	<ul style="list-style-type: none"> On Click, takes user directly to the PDP for that product.
8	Then & Now Slideshow Module		<ul style="list-style-type: none"> Allows users to quickly learn how product was worn in two different times, thereby educating user on how to wear it, while weaving in the long history of Levi's.
9	Then & Now Tiles	OnClick	<ul style="list-style-type: none"> On Click, user is taken to the respective PDP.
10	Get Inspired Module		<ul style="list-style-type: none"> Allows users to be inspired by curated imagery / models (can also be social) and educated on how to wear their clothes. Content can be a mix of Imagery, Videos, Quotes, etc. - can also be pulled from social sources & internal sources
11	Get Inspired Tiles	OnClick OnHover	<ul style="list-style-type: none"> On click, can play a video, or take user directly to the PDP. On hover, can show a bit of information about tile (quotes, product laydowns, etc.)
12	Get Inspired Hover States	OnClick	<ul style="list-style-type: none"> On click, can take user to multi-product PDP or normal PDP.