

Levi's and Diljit Dosanjh Redefine Effortless Style

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Diljit Dosanjh embodies authenticity and confidence. His style resonates with the campaign's message. He showcases Levi's Loose Fits in various settings. From soundchecks to casual outings, his look is unfiltered and relaxed. Levi's launches the "Easy in Levi's" campaign, featuring Diljit Dosanjh. The campaign highlights relaxed and loose denim fits. It reflects a cultural shift towards comfort and self-expression.

New Silhouettes: Comfort Meets Style

The campaign introduces new denim silhouettes. The 555™ Relaxed Straight offers a timeless straight-leg fit. The 568™ Loose Straight provides a relaxed, straight-leg style. The 578™ Baggy features an oversized, slouchy fit. Each design emphasizes comfort and movement.

Design Philosophy: Movement and Versatility

Levi's Loose Fits are crafted for versatility. They allow freedom of movement and easy styling. The designs cater to various fashion preferences. Whether aiming for a clean-cut or bold look, these fits accommodate diverse styles.

Levi's Loose Fits are available in India. They can be found in Levi's® stores and online at levi.in. The collection offers a range of options to suit different tastes and preferences.

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