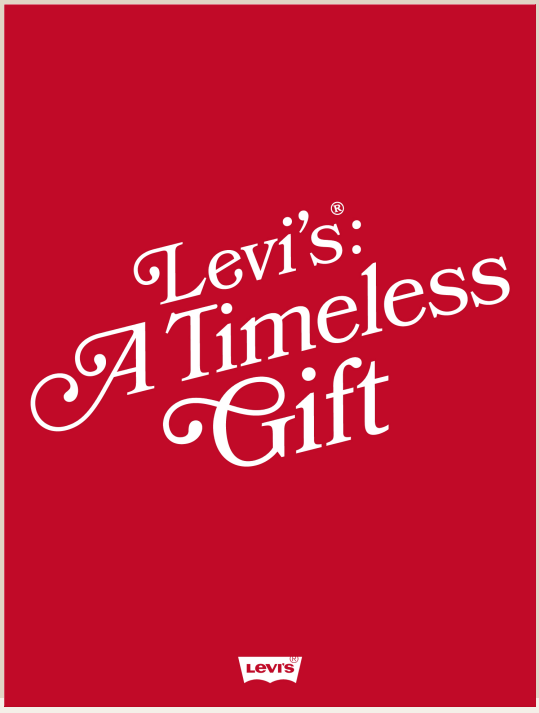
PR GIFTING / CHRISTMAS 2024

04

Levi’s Italy

24 days of discovery

A premium advent calendar for Levi’s Christmas 2024 PR campaign.
I turned the gifting concept into a coordinated production and delivery plan.





Make every gift count

The brand’s **A Timeless Gift** theme had to run through every item in a calendar for selected media and talent. I helped build that story, one gift and one production decision at a time.

MY CONTRIBUTION

Gift selection and sourcing
Budgets, timelines and client liaison
Creative customisation coordination
Team assembly and delivery

23 gifts, followed by a personal touch: a custom embroidery voucher on 24 December.

LEVI'S / SELECTION AND CUSTOMISATION

04

23 gifts.
One Levi's story.

I combined Levi's own products with specially branded everyday objects, choosing each item for its fit with the theme and its production feasibility.



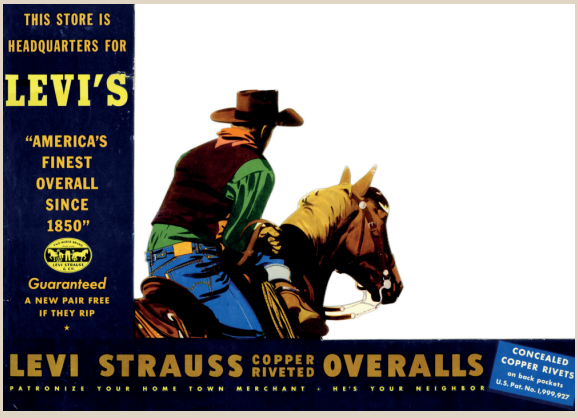
Tea Bag



Matches Box



Sewing kit



Postcard

Curating within constraints

Small quantities required the right suppliers. I used my established network and found **concept-led alternatives** whenever an item could not be produced or customised.

CREATIVE AND PRODUCTION

With the creative director, I reviewed samples and aligned the personalisation with costs and production needs.

Selected original print-ready artwork

LEVI'S / PRINT-READY ARTWORK

04

The details *make the experience*

I coordinated the artwork with the creative director,
carrying the idea through the daily cards and final print files.





Daily cards / Print-ready artwork





The 24 December voucher

A final gift with a personal touch

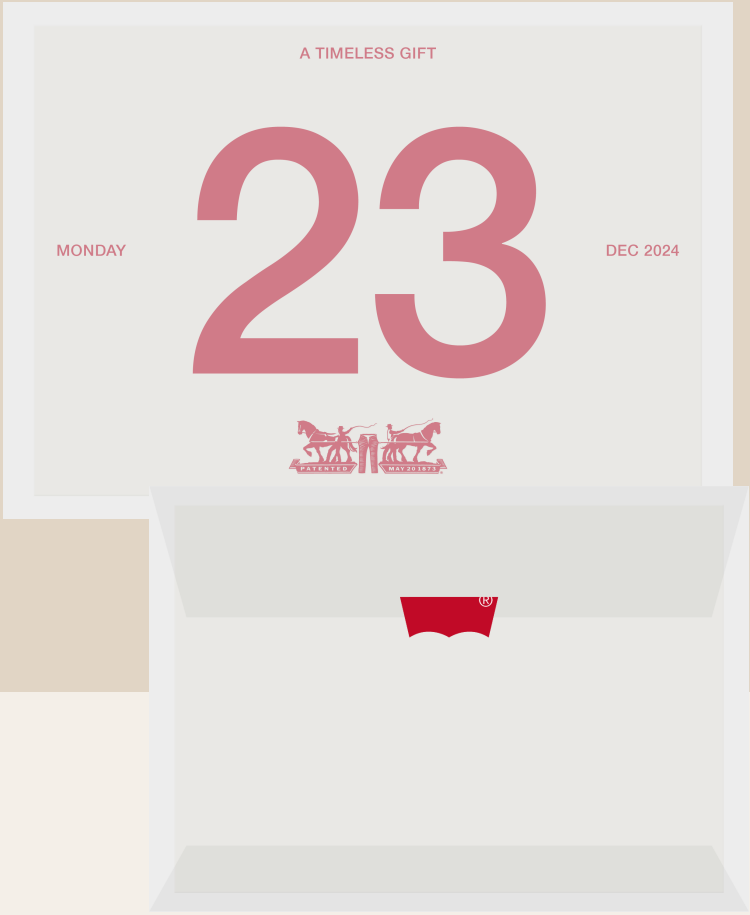
The 24 December card offered custom embroidery on a Levi's garment,
extending the gifting experience into participating stores.

LEVI'S / PRODUCTION AND RESULTS

04

Many moving parts. *One delivery date.*

I aligned supplier lead times, samples and deliveries, then organised the team to assemble every calendar and ship the finished sets to the client.



around 50

calendars produced

≈ 3 months

of production work

Envelope proposal
Front and back

FEATURED ON YOUMARK

5 December 2024

Read the article

From components to calendars

Products, cards and packaging arrived from separate suppliers. I coordinated their arrival, the team's assembly work and shipment of around 50 complete sets.

DELIVERY OUTCOME

On time and within budget. The client's enthusiastic response was a further endorsement of the work.