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Levi's and FARM Rio Collaborate on a Collection Inspired by Nature's Beauty



Levi's teamed up with the creatives at Brazilian brand, **FARM Rio** to create a collection that's enlightened by cultural movements, inspired by colors and shapes that nature brings to our eyes, and rooted in quality, details and the emotions created by these elements.

The two brands collaborated on **10 iconic feminine pieces**, including Trucker jackets, Ribcage jeans, t-shirts, denim shorts, jumpsuits, and sweatshirts. Each creation features exclusive prints of tropical and vibrant Brazilian icons like toucans, jaguars, tree frogs, and parrots. This collaboration grounds us in the beauty of the present, while reminding us of a future worth preserving.





FARM Rio, a 23-year-old brand born in Rio de Janeiro, specializes in prints and uses nature as an eternal source of inspiration. The brand embodies the Carioca and Brazilian lifestyle; it's about tropicality, colors, happiness and vibration. Through the partnership, they applied a feminine touch to iconic denim styles. With all its love for nature, FARM Rio developed exclusive prints of tropical and Brazilian icons, vibrant and “borogodó”, that is, attractive and irresistible.



Levi's x FARM Rio collection will be available exclusively in Malaysia on Levi.com.my and Levi's stores at Suria KLCC, Pavilion Elite, The Gardens Mall. The collection will drop in two batches – with the first on 15 October 2020 and the second on 1 December 2020, at prices ranging between RM139 to RM499. The first drop consists of five pieces, including Trucker jackets, t-shirts, denim shorts and sweatshirts (see below).

In addition to the product, Levi's and FARM Rio are teaming up with organizations [SOS Mata Atlantica](#) and [One Tree Planted](#) to plant 14,000 native trees that will help preserve and restore two vibrant, vital Brazilian forests.

For more information, visit www.levi.com.my or follow Levi's Instagram page at [@levismy](#).

(Source: <http://www.pamper.my/news/lifestyle/fashion/levis-and-farm-rio-collaborate-on-a-collection-inspired-by-natures-beauty/>)