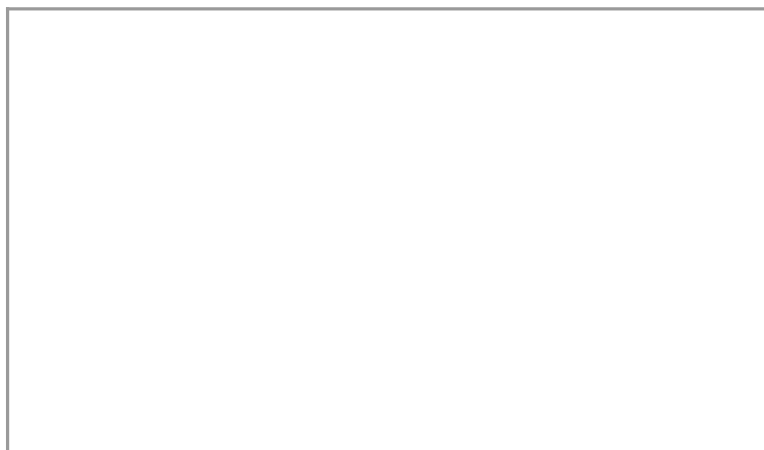


# Inaugural Pioneer Nation festival in Braamfontein

On 25 September 2014, Levi's will celebrate innovation with its first Pioneer Nation festival, taking place in Braamfontein, Johannesburg. This world-first festival is a uniquely African evolution of the global 'Live in Levi's' campaign. As Africa's overwhelmingly young population enters the global economy, the brand is committed to shine a bright light on the opportunities and realities of the pioneer life.

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