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INSPIRING CONFIDENCE,
EVERY DAY

Wrangler® Launches Texas Slim Fit Jean in Europe with Campaign Designed to Inspire Consumers to Live Life to the Fullest

For 30 years, the Texas Jean has been a best-selling *Wrangler* fit in Europe. For Spring 2020, the global denim icon introduces the Texas Slim, a new slimmer version of the iconic fitting jean.

To mark the launch of the Texas Slim jean, *Wrangler* Europe is rolling out a digital advertising campaign recognizing the daring and free spirit found in America's motordome riders, the men and women risking their lives to thrill a crowd and ensure this way of life survives for another generation. The campaign builds on *Wrangler's Wear with Abandon*™ global advertising campaign, which launched in fall 2019 and captures the adventurous optimism of the cowboy spirit and exemplifies the opportunities that arise when people take risks and choose to live with courage.

"The Texas Slim fit is a fresh take on *Wrangler's* best-selling jean in Europe," said Johan de Niel, VP and Brand Manager, *Wrangler* EMEA. "The launch of this new jean demonstrates the brand's commitment to harnessing trend-setting design and unsurpassed quality to bring best-in-class apparel products to our consumers."

To celebrate the launch of *Wrangler's* Texas Slim fit, celebrities, influencers and press gathered at Roadrunner's Paradise, a true original biker club on February 6 in the heart of Berlin. The event immersed attendees in the spirit of *Wear With Abandon*™ as guests previewed the new take on one of *Wrangler's* most classic fits.

With a regular fit through the thigh, but cut slim on the leg, it includes all the authentic and relaxed elements of the original but with a contemporary, streamlined fit. The new Texas Slim jean is [available online](#) and at all retail partners in Europe.