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INSPIRING CONFIDENCE,
EVERY DAY

Wrangler® Jeans and Fender® Celebrate 75 Years of Cultural Heritage with New Collaboration

Exclusive collection honors music lovers, creators and multi-generational fans of two iconic brands

April 21, 2022 — Greensboro, NC — [Wrangler®](#), recognized worldwide as a true American heritage brand and iconic leader in denim, and [Fender Musical Instruments Corporation \(FMIC\)](#), the world's leading guitar manufacturer, today announced an exclusive collaboration marking 75 plus years of cultural influence. Emblematic of self-expression and independence, the two brands have come together to launch [Wrangler x Fender](#), an exclusive collection of denim and graphic tees bringing to life the rich heritage of each icon, celebrating their ability to blaze new trails, set trends and shape sounds. The covetable collaboration is built around the defining black and blue lived-in denim uniform worn by guitarists for decades.

"*Wrangler* and *Fender* each have origin stories rooted in the creation of practical and functional products," said Holly Wheeler, vice president global marketing - *Wrangler*. "As denim styles have evolved over the years through fits, finishes and function, the driving role guitar driven music has played in fashion is undeniable. We're excited to have these two American icons join together to launch the *Wrangler x Fender* collection as we honor the artists and legends who have inspired us, and celebrate with the fans who have been moved by the music."

For many musicians, *Wrangler* and *Fender* have been part of their musical and stylistic expression, making the guitars they've played and the blue jeans they've worn not just sought-after, but timeless tributes. True to the brands' shared history of authentic connections with award-winning players, the *Wrangler x Fender* launch campaign features several notable faces from the music industry, including rock 'n roll progeny and acclaimed fashion model Georgia May Jagger, country artist and songwriter Orville Peck, and country artist Stephanie Quayle.

"As trends in music and fashion continue to evolve, *Fender* remains at the forefront of championing new soundtracks to match new styles. Through partnering with *Wrangler*, *Fender* is able to inspire musicians, creatives and fashionistas alike," said Richard Bussey, Vice President Accessories, Lifestyle and Licensing at *Fender*. "At its core, both music and fashion are about expressing your truest self. The exclusive *Wrangler x Fender* Collaboration forms a tightly woven bond between the music and fashion industries, inviting all generations of creatives to celebrate their personal flare."

The *Wrangler x Fender* collection of styles features details designed to fit every musical preference including vintage-inspired graphic tees, fringe and paisley prints. The collection also features patched, distressed and classic denim with built-in guitar pick sleeves. *Wrangler* and *Fender* fans alike can also look forward to an expansion of the collection late this Summer, which will include unique guitar accessories featuring authentic *Wrangler* denim and materials. These co-branded accessories include straps, cases and picks ranging from \$9.99 to \$249.99 will be available on [Fender.com](https://www.fender.com) and select dealers globally. The *Wrangler x Fender* hero collection launching today is available on [Wrangler.com](https://www.wrangler.com), [Fender.com](https://www.fender.com) and in key stores including Nordstrom, Boot Barn, Cavenders, Buckle, Urban Outfitters and Free People. Retail prices range from \$35-\$189. To learn more about the *Wrangler x Fender* Collaboration and #*Wrangler75*, visit [Wrangler.com](https://www.wrangler.com).

About *Wrangler*®:

Wrangler®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for 75 years. With a rich legacy rooted in the Western lifestyle, *Wrangler* is committed to offering superior quality and timeless design. Its collections for men, women, and children look and feel great, inspiring all those who wear them to be strong and ready for everyday life. *Wrangler* is available in retail stores worldwide, including flagship stores in Fort Worth and Greensboro, department stores, mass-market retailers, specialty shops, top western outfitters, and online. For more information, visit [Wrangler.com](https://www.wrangler.com).

About Fender Musical Instruments Corporation:

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby® and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2021, Fender celebrated 75 years of giving artists "wings to fly," carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

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