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INSPIRING CONFIDENCE,
EVERY DAY

Wrangler Announces Major Expansion of Its Outdoor Apparel Line With Launch of ATG by Wrangler™

The high-performance apparel collection brings the outdoor lifestyle to all consumers

GREENSBORO, N.C. (November 12, 2019) – The *Wrangler*® brand, a global icon in jeanswear and casual apparel, today announced the expansion of its outdoor apparel line with the launch of *All Terrain Gear*™ (*ATG*) by *Wrangler*™, a collection of cutting-edge outdoor apparel. Comprised of every-day styles to keep consumers dry and comfortable in all conditions, the collection includes pants and shirts with quick-drying, water repellent fabric, mesh venting, convertible wearing systems, UPF 30 protection, and recycled materials.

“At *Wrangler*, we have a unique and intimate understanding of the importance of durability and versatility, having outfitted cowboys and outdoor adventurers for decades,” said Tom Waldron, VP and Global Brand President, *Wrangler*. “*ATG by Wrangler* couples the durability and quality consumers know and trust from *Wrangler* with the functional benefits required to produce a rugged and versatile outdoor apparel collection. Unlike most other outdoor companies, we’re proud to provide everyday consumers with outdoor apparel that includes premium functionality and dynamic comfort, without a premium price tag.”

ATG by Wrangler: High-Performance Apparel

ATG by Wrangler combines high-performance features and versatile design to deliver apparel that blends rugged durability with comfort. Each piece in the collection was designed using 3D virtual design, ensuring exceptional fit and improved mobility for all body types. Many of the collection’s pants and bottoms offerings feature waist and inseam options, resulting in improved comfort and fit over traditional outdoor brand apparel.

Products available in the *ATG by Wrangler* collection include:

- The **ATG Eco Utility Flannel Shirt** and **ATG Outdoor Eco Utility Pant**, both made from recycled nylon. Additional shorts and pants are available in a variety of fabric weights, balancing performance and style for seamless transition from the workday to the weekend.
- The versatile **ATG Outdoor Convertible Trail Jogger** comes fully equipped with a convertible drawcord leg bottom, an articulated knee, adjustable comfort waistband and durable water-repellent finish for outdoor adventuring or urban bicycle commuting.
- Outerwear styles are also available, like the **ATG Outdoor Packable Jacket** which offers a lightweight, water-resistant design that can fold up easily into its own chest

pocket. Additional features include a secure zip chest pocket and adjustable hood.

- Two styles were also reinvented for youthwear – the **Boy's ATG Jogger Pant** and **Boy's ATG Lined Synthetic Pant**.

ATG by Wrangler apparel is available on Wrangler.com and at retailers nationwide. Shirts range from \$19.99 to \$36.99, bottoms from \$29.99 to \$49.99 and outerwear from \$49.99 to \$109.99. To learn more, visit www.wrangler.com.

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About Wrangler

Wrangler[®], a Kontoor Brands (NYSE: KTB) brand, has been an icon in authentic American style around the world for more than 70 years. With a rich legacy rooted in the American west, *Wrangler* commits to offering unmatched quality and timeless design. Its collections for men, women and children look and feel great, inspiring those who wear them to be strong and ready for life, every day. *Wrangler* is available in retail stores worldwide, including brand flagship stores in Denver and Dallas, department stores, mass-market retailers, specialty shops, western outfitters, and online. For more information, visit Wrangler.com.