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## Wrangler® and the Marley Family Launch Limited-Edition Collection Featuring Revivals of Bob Marley's Favorite Wardrobe Staples

***To honor Marley's dedication to pursuing meaningful change, Wrangler will donate \$25,000 to the Bob Marley Foundation in his name***

GREENSBORO, N.C.-- *Wrangler*®, a global icon in jeanswear and casual apparel, has partnered with the Bob Marley family to launch a limited-edition apparel collection as a nod to the brand and musician's synergies and longstanding history. The ***Wrangler x Bob Marley collection*** embodies Marley's distinct sense of "casual cool" style and attitude, featuring a wide range of colorful, stylized prints, retro graphics, photographs of Marley, and bespoke patches inspired by several of his live albums as well as other elements of his life.

"Bob Marley is fondly remembered as someone who was strong and true to his convictions – qualities that are inherently connected to the *Wrangler* brand's ethos," said Holly Wheeler, vice president, global brand marketing at *Wrangler*. "*Wrangler* is honored to have worked with the Marley family over the past year to design a unique collection that commemorates a music icon who has inspired generations of people through his commitment to fierce idealism and powerful songwriting."

The *Wrangler x Bob Marley* collection was created through a yearlong collaborative process with the Marley family in celebration of what would be the icon's 75<sup>th</sup> birthday in 2020. The 11-piece collection features heavy reggae influences and revivals of Marley's favorite *Wrangler* styles, including one men's and one women's denim jacket, four men's and three women's tees, and two unisex lasered shirts.

"Collaborating with *Wrangler* allowed us to create a collection that we feel truly embodies my father's spirit and preserves his memory. It was a natural fit, because we know how much he loved *Wrangler*," said Cedella Marley, daughter of Bob and Rita Marley.

Beginning today, July 27, the full collection is available on [Wrangler.com](http://Wrangler.com). [BobMarley.com](http://BobMarley.com) and [Amazon.com](http://Amazon.com) each have a custom denim jacket available along with collection tees. Prices range from \$29 to \$129.

In celebration of the *Wrangler x Bob Marley* collection, *Wrangler* will donate \$25,000 to the Bob Marley Foundation, a Jamaican nonprofit organization focusing on education, music & culture, environmental protection and the health and well-being of the Rastafarian community.

## **About Wrangler**

*Wrangler*<sup>®</sup>, 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*<sup>®</sup> 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*<sup>®</sup> 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](http://Wrangler.com).

## **About the Bob Marley Foundation**

Founded in 1986 by his wife Rita Marley, the Bob Marley Foundation was established to carry on the life, legacy and spirit of Robert Nesta Marley. The Legend's community-minded spirit is kept alive through ongoing initiatives in Jamaica focusing on education, music & culture, environmental protection and the health and well-being of the Rastafarian community. Learn more at [The Bob Marley Foundation](http://The Bob Marley Foundation).

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