Wrangler and Genesco Sign Multiyear Licensing Agreement

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--Agreement Will Expand Wrangler's Presence in the Footwear Market and Expand Genesco's Portfolio of Licensed Brands--

GREENSBORO, N.C.--(BUSINESS WIRE)--Jul. 15, 2025-- Wrangler, the legendary denim and lifestyle brand, and Genesco (NYSE: GCO), a footwear industry leader with a portfolio of owned and licensed lifestyle brands and more than 1,250 retail stores, have signed a new multiyear licensing agreement for Genesco to design, source and market men's, women's and children's footwear under the Wrangler brand.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250715020534/en/

The agreement between Wrangler and Genesco is a strategic move for both companies, designed to support Wrangler's growth and development as a cross-category lifestyle brand and leverage and build on Genesco's extensive branded footwear expertise. Wrangler seeks to expand its reach and accessibility, resonating with a broader audience looking for style and functionality across both apparel and footwear.

The initial collection will feature a blend of classic Wrangler inspired designs and more trend-driven styles. With Wrangler's signature rugged look and Genesco's track record for innovation and success, the partnership promises to deliver fresh and distinctive designs to the market.

"We are thrilled to partner with Genesco, an industry leader with a proven track record of successfully interpreting brands and bringing compelling footwear to market," said Steve Armus, Vice President of Licensing and Collaborations at Wrangler. "This licensing agreement represents a promising opportunity to introduce Wrangler footwear to a wide audience. We believe this partnership will strengthen our brand presence and allow more consumers to experience the quality and heritage of Wrangler in an exciting new product category."

"Partnering with Wrangler presents a meaningful opportunity to accelerate growth in our Genesco Brands Group portfolio," said Rick Higgins, President of Genesco Brands Group. "We're excited to leverage our know-how to build a footwear assortment that honors Wrangler's legacy of adventure, new frontiers and craftsmanship. From everyday workwear to casual lifestyle to Western-inspired silhouettes, we see significant potential to blend rugged authenticity with unique styling, storytelling, innovation and comfort."

The first Wrangler footwear collection under the licensing agreement is expected to launch in Fall 2026.

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.*

About Genesco Inc.

Genesco Inc. (NYSE: GCO) is a footwear focused company with distinctively positioned retail and lifestyle brands and proven omnichannel capabilities offering customers the footwear they desire in engaging shopping environments, including more than 1,250 retail stores and branded e-commerce websites. Its Journeys, Little Burgundy and Schuh brands serve teens, kids and young adults with on-trend fashion footwear inspired by youth culture in the U.S., Canada and the U.K. Johnston & Murphy serves the successful, affluent men and women with premium footwear, apparel and accessories in the U.S. and Canada, and Genesco Brands Group sells branded lifestyle footwear to leading retailers under licensed brands including Dockers, Starter and PONY. Founded in 1924, Genesco is based in Nashville, Tennessee. For more information on Genesco and its operating divisions, please visit www.genesco.com.

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