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KONTOOR™

INSPIRING CONFIDENCE, EVERY DAY

Wrangler® Announces Women's Heritage Collection with Six New High-Rise Styles for Fall/Winter 2020

Legacy-inspired with a modern fit, the Heritage Collection offers a jean for every woman.

Greensboro, N.C. (September 29, 2020) – Iconic global denim brand *Wrangler*® announced today its new women's Heritage Collection, a new line inspired by the brand's most loved archival styles. Combining *Wrangler*'s ultra high-rise waistline with a cheeky fit, the Heritage Collection offers six new signature styles for women to choose from: Wriggler, a skinny; Whimsy, a slim; Wild West, a straight leg; Worldwide, an exaggerated wide leg; Wanderer, a flare; and Westward, an exaggerated bootcut.

Since 1947, *Wrangler* has inspired women to feel bold, confident, and free to express themselves through style. Every jean in the Heritage Collection was designed after the legendary look that won the West – the 0936 *Wrangler* Cowboy Cut slim fit men's jean – with a figure-flattering top block that hugs from the waist to the hips, making it easy for women to find a great pair of jeans.

In a variety of washes, the Heritage Collection showcases many of the same details made famous by the earliest pairs of *Wrangler* jeans, including genuine leather patches and "W" stitching on the back pockets.

"The women's Heritage Collection taps into *Wrangler*'s unparalleled ability to craft the perfect pair of jeans for the female body," said Vivian Rivetti, VP Global Design, *Wrangler*. "A great pair of jeans allows you to move through the world with confidence. We hope that every time a woman puts on one of our Heritage jeans, she feels good and ready to take on the day."

Starting in September, the Heritage Collection is available on *Wrangler*.com and in select retail locations across the globe. This fit portfolio is available in sizes 24 to 32, with prices ranging from $99 to $119.

About *Wrangler*®

Wrangler®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for more than 70 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 Denver and Dallas, department stores, mass-market retailers, specialty shops, top western

outfitters, and online. For more information, visit Wrangler.com.