May 19, 2026

KONTOOR™

INSPIRING CONFIDENCE, EVERY DAY

Lee® Announces First Celebrity Collaboration with 8x Grammy Award Winning Artist Kacey Musgraves Exclusively for Walmart

The Americana-Inspired Collection Blends Lee Denim with Musgraves' Storytelling and Style

GREENSBORO, N.C.--(BUSINESS WIRE)-- Today, Lee® announces **Kacey Lee**, its first celebrity collaboration designed with eight-time Grammy Award winner **Kacey Musgraves** exclusively for **Walmart**. Named after Musgraves' first and middle names, Kacey Lee brings together Lee's® heritage denim and Musgraves' classic style for an expansive collection across multiple product categories. In addition to men's and women's denim bottoms and tops, the 100-plus piece capsule spans sleepwear, swimwear, accessories and pet items.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260519170327/en/

The Kacey Lee Collection. Designed in collaboration with Kacey Lee Musgraves. Only at Walmart.

"We are thrilled to work with Kacey and Walmart on this collection," said Vivian Rivetti, global vice-president for design, Lee. "Lee has been providing denim staples and trend-relevant styles to Walmart shoppers for 30 years. This capsule is a new opportunity to showcase Lee's craftsmanship and quality in silhouettes that reflect Kacey and will appeal to younger consumers. The collection feels fresh, modern – perfect for enjoying summer concerts – and it's at a value that only Walmart can offer."

The Kacey Lee collection launches shortly after Musgraves' sixth studio album, *Middle of Nowhere*, released on May 1st. Lyrics and visual elements from that album and others are incorporated into tees, hats and other pieces. Nods to her Texas roots and Americana style are threaded throughout, resulting in a capsule anchored in Lee denim and workwear but featuring versatility and self-expression. It's made to wear in the middle of nowhere and everywhere – on long summer days, at concerts, and time spent with friends.

"The idea of this capsule excited me, not only because my middle name is 'Lee,' but because it feels very nostalgic. I grew up wearing Lee and I wear a lot of denim, vintage tees and workwear, so this partnership felt like a natural fit," said Kacey Musgraves. "I loved collaborating on the designs and finding ways to incorporate my lyrics and elements of my personality. The goal is always to design pieces I would personally wear, and I know y'all will love it as much as I do."

The capsule features men's and women's fashion, accessories, and pet items, including denim, tops, dresses, swimwear, sleepwear, totes, bags, and lifestyle pieces. Key pieces include:

Women's Bootcut Jean: This high rise bootcut features an all-over star pattern and bold red logo patch on the back giving these jeans an Americana nod that is perfect for wearing to your favorite concert or outing.

Women's Dolphin-Hem Denim Short: This high rise denim short features a 2-inch inseam with a curved hem to highlight your curves and give it a retro feel. Red stitching throughout and a bold red "Lee" back patch offer a pop of color.

Women's Denim Vest & Rider Denim Cheeky Short: A set made to wear together, the denim vest is slimmer to complement your shape with an adjustable back buckle to get the fit just right. In a classic mid-wash denim with silver custom buttons, it pairs perfectly with the Rider denim cheeky short. The 2.5-inch low-rise cutoff has a raw cuffed hem and surprise features – like a star-printed pocket pattern that peaks out at the bottom – as well as the custom red back patch and trim.

Women's Carpenter Jean and Cropped Chore Jacket: These pieces blend Kacey's love of workwear and Lee's heritage, featuring Lee's iconic hickory stripe pattern. The jeans have a loose-fitting style with traditional carpenter details. The jacket is a more modern take with a cropped fit perfect for layering.

Western Denim Shirt: Available in both men and women's versions, this shirt balances today's trend with Lee's heritage. It features bold red contrast piping and timeless pearl snap closures in a soft cotton fabric.

Men's Bandana Printed Straight Jean and Workwear Jacket: Lee's straight relaxed jean and utility jacket get a fresh look thanks to a subtle paisley print inspired by the classic bandana. Featuring Lee's iconic denim details and pops of red in the trim and back patch. Also available in a solid denim.

Men's Carpenter Short and Jean in Hickory Stripe: Workwear styles ready to wear everywhere, these two feature a loose fit and a double-knee carpenter style in Lee's iconic pattern. The short hits just below the knee for a modern take that pairs perfectly with a Kacey Lee graphic tee. Both styles also available in solid denim.

Graphic Tees: From tank tops to baby tees, oversized and ringer tees, the tops in this capsule cleverly bring to life Kacey's personal mottos and inspiration from *Middle of Nowhere* album with lyrics, images and sayings. Made to pair perfectly with denim bottoms.

Swimwear: From bikinis to one-pieces, the swimwear is designed to complement the rest of the capsule, including male/female coordinated patterns.

Accessories: Denim-inspired totes, handbags, hats with clever sayings and song lyrics, bag charms, belts and more – each piece is made to bring a fun Kacey Lee element to your day.

Pet Accessories: Inspired by Kacey's pup, Pepper, and designed to coordinate with fashion from the collection. Whether it's a top, dress or even a tiny cap, these pieces will make your four-pawed family member ready for summer fun.

“We’re proud to bring this exclusive collaboration to our customers as we continue to build Walmart as a destination for fashion, culture and self-expression,” said Ryan Waymire, senior vice president, adult fashion, Walmart U.S. “Our long-standing partnership with Lee, rooted in quality and heritage, combined with Kacey Musgraves’ distinctive voice and style, allows us to deliver a collection that feels both authentic and fresh. Together, we’re offering standout pieces that make incredible style accessible for customers—whether they’re shopping for everyday wear or their next summer concert.”

Starting May 19th, the collection will be available exclusively at Walmart and Walmart.com, launching in approximately 2,100 stores nationwide. Fashion ranges from $8-$42. Accessories and pet items range from $6 to $25. Sizes vary across styles with select pieces available only online. For more information, visit Walmart.com/*KaceyLee*.

About Lee

Lee®, a Kontoor Brands (NYSE: KTB) brand, is an iconic American brand that’s been designing to a higher standard for 135 years. From its foundation of iconic denim and workwear, Lee has built a global following with products sold in more than 100 countries and 900+ branded retail locations. The brand’s attention to trend-right and timeless styles and balance between denim and casual apparel appeals to male and female customers. Meanwhile, Lee’s integration in pop culture with global collaborations, expanded lifestyle offerings and ‘Built Like Lee’ platform is attracting a new generation of fans worldwide. For more information, visit www.lee.com.

About Kacey Musgraves

Middle of Nowhere is the sixth studio album from eight-time Grammy Award winner Kacey Musgraves, and is made for two-stepping. The collection draws from a love of Texas dancehall classics, humorous takes on the human condition, and the space where traditional Country borders many sounds including Norteño, touches of bluegrass, and even Zydeco. Fresh yet familiar, it’s classically Kacey: honest, fearless, immersive, and always ready to wink at life’s twists and turns. *Middle of Nowhere* follows 2024’s *Deeper Well*, which marked Musgraves' biggest debut sales week, landing at No. 1 on the Top Album Sales chart and her fifth No. 1 debut on the Top Country Albums chart. She launched the Deeper Well World Tour with sold-out shows globally, and the album’s single “The Architect” won Best Country Song at the Grammys. In 2023, Musgraves achieved her first Billboard Hot 100 No. 1 with “I Remember Everything,” her duet with Zach Bryan. The song became the first country duet in 40 years since “Islands in the Stream” by Dolly Parton and Kenny Rogers to top the chart and went on to win a Grammy Award for Best Country Duo or Group Performance. With this win, Musgraves became the only artist ever to receive a Grammy Award for Best Country Album, Best Country Song, Best Country Solo performance and Best Country Duo or Group performance.

Over the course of her career, Musgraves has earned eight Grammy Awards, including Album of the Year for Golden Hour. She has been recognized by Time as one of its “Women of the Year”, honored with the Vanguard Award at the GLAAD Media Awards, celebrated by Billboard’s “Women in Music” and Variety’s “Power of Women”, the recipient of the Songwriter Icon Award by the National Music Publishers’ Association, and was the subject of a comprehensive Country Music Hall of Fame exhibit, Kacey Musgraves: All of the Colors.

About Walmart

Walmart Inc. (Nasdaq: WMT) is a people-led, tech-powered omnichannel retailer helping people save money and live better - anytime and anywhere - in stores, online, and through their mobile devices. Each week, approximately 280 million customers and members visit more than 10,900 stores and numerous eCommerce websites in 19 countries. With fiscal year 2026 revenue of $713 billion, Walmart employs approximately 2.1 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy, and employment opportunity. Additional information about Walmart can be found by visiting corporate.walmart.com, on Facebook at facebook.com/walmart, on X (formerly known as Twitter) at twitter.com/walmart, and on LinkedIn at linkedin.com/company/walmart.

View source version on businesswire.com:
https://www.businesswire.com/news/home/20260519170327/en/

lee@scenariopr.com

Source: Lee