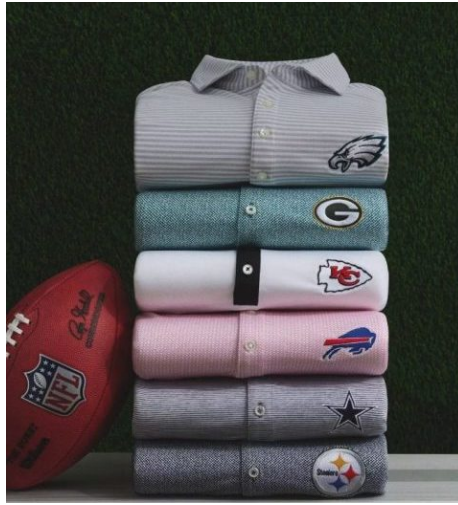


Johnnie-O Partners with NFL to Launch Premium Lifestyle Fan Apparel for All 32 Teams

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Johnnie-O Teams Up with NFL to Launch Premium Fan Gear Collection

American premium lifestyle brand **Johnnie-O**, founded in 2005 by **John O'Donnell** in Santa Monica, California, has announced a new **licensing deal with the National Football League (NFL)** to create stylish fan gear for all 32 teams.

Known for blending **East Coast classics with West Coast casual style**, Johnnie-O will design a **curated NFL collection** for men and women, featuring polo shirts, quarter-zips, and lifestyle apparel that combine laid-back sophistication with functional performance.

Founder John O'Donnell expressed his excitement:

“To be part of something as iconic and unifying as the NFL is a milestone for our brand and a true pinch-me moment. I grew up a die-hard Chicago Bears fan, so this collaboration hits close to home. We're proud to join the NFL family and look forward to being part of fans' game-day traditions—and bringing a touch of Johnnie-O style to NFL fans everywhere.”

The launch underscores Johnnie-O's growing footprint in licensed sportswear. The brand already collaborates with **MLB, NHL, and major golf events like the 2025 Ryder Cup**, and has deals with more than **200 colleges, universities, and other sports leagues**.

Heath Hooper, Vice President of Licensed at Johnnie-O, highlighted the momentum:

“Our licensed sports apparel continues to be a tremendous driver of success because fans never stop rooting for their teams. With the NFL now part of the portfolio, Johnnie-O stands as the definitive year-round destination for premium licensed apparel.”

The **Johnnie-O x NFL collection** is now available on the brand's official website, NFL team shops, Dick's House of Sports, Rally House, and select retailers across the US.