

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.