

Lee x Crayola Revives Retired Crayon Colors in Vibrant '90s-Inspired Capsule Collection

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For the first time in Crayola's history, some of its most beloved retired colors—Magic Mint, Dandelion, Raw Umber, Orange Red, and Violet Blue—are making a comeback, not in crayon boxes but in denim. Crayola has teamed up with denim legend Lee to launch a limited-edition capsule collection that fuses nostalgia with modern streetwear.

'90s Denim Gets a Colorful Update

The collection reimagines Lee's signature workwear staples with a playful yet fashion-forward twist. Expect **overalls**, **carpenter pants**, **and chore jackets** splashed with **indigo railroad stripes overdyed in vibrant crayon hues**. Complementary pieces like **hoodies**, **graphic tees**, **and casual tops** complete the assortment, while **exclusive cobranded leather patches**, **rivets in crayon shades**, **and colorful trims** give the collection a unique, collectible feel.

A Creative Collaboration

"Crayola immediately brings to mind creativity, expression, and a hint of childhood nostalgia. Layering this palette with Lee's workwear resulted in a collaboration that embraces those feelings while being fresh, modern and made for today's consumer," said **Joe Broyles**, **vice-president of global collaborations**, **Lee**.

"Color has such a personal connection for all ages, and we are thrilled to unite with Lee to bring the Limited Edition Collection of retired crayon colors to life," added **April Heeren**, **senior director Americas outbound licensing at Crayola**.

Where to Shop

The Lee x Crayola capsule is now available across Lee-owned stores and websites in the U.S., Europe, and China, as well as through retail partners including Nordstrom, Urban Outfitters, Walmart (U.S.), Asos, Zalando (Europe), and ECI and INNO department stores.