

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 co-branded 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**.