

Angel Reese Joins Juicy Couture as Global Ambassador and Co-Creates 'Angel Couture' Collection

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Angel Reese Joins Juicy Couture as Global Ambassador and Launches 'Angel Couture' Capsule Collection

LA-based fashion and lifestyle brand Juicy Couture has found its newest muse in **two-time WNBA All-Star Angel Reese**, appointing her as **global ambassador and creative collaborator** for the brand. The partnership marks a major crossover between sport and style, as Reese becomes the face of the **Viva La Juicy fragrance** while also co-designing her very own signature apparel collection, **'Angel Couture.'**

The collaboration, part of Juicy Couture's ongoing evolution under the **Authentic Brands Group**, is described as a *"full-circle moment"* for Reese. The basketball star grew up admiring Juicy Couture's bold, Y2K-inspired aesthetic and now gets to reimagine it through her own lens of confidence, power, and playful femininity.

The 'Angel Couture' capsule celebrates Juicy's signature velour heritage—infused with Reese's modern, fearless energy. Expect a mix of velour tracksuits, graphic baby tees, and statement separates that bring sport-luxe and glam nostalgia into one cohesive story.

"I grew up loving the brand," says Reese. "So representing Viva La Juicy and co-designing my own collection has been incredible. Juicy Couture has always been about confidence and having fun with fashion. With Angel Couture, I wanted to bring that same energy forward with pieces that are fearless, fun, and make you feel unstoppable."

The **limited-edition collection** is now available on **Juicy Couture's official website**, alongside the brand's other fashion and fragrance offerings. Known globally as a **casual luxury label**, Juicy Couture continues to dominate wardrobes and vanities alike with its apparel, accessories, and best-selling fragrances—available in **over 94 countries** and **25,000 retail points of sale**.

With Reese leading the charge, **Juicy Couture's revival blends athletic confidence with fashion nostalgia**, setting the stage for a new era of bold, empowering femininity.

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