

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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