

Wrangler Expands Lifestyle Portfolio with New Headwear Line via CAPX Collaboration

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Wrangler Partners with CAPX to Launch Elevated Headwear Collection

Denim and lifestyle brand **Wrangler** is stepping further into lifestyle fashion with a **new multi-year licensing agreement with CAPX**, a headwear innovation lab. The partnership aims to introduce an **elevated line of headwear**, expanding Wrangler's reach beyond denim into a broader lifestyle category.

A Cross-Category Lifestyle Move

Wrangler emphasizes that the move reflects its strategy to evolve into a **cross-category lifestyle brand**. The new collection is designed for consumers “who live with purpose and express identity through what they wear,” offering **quality, comfort, and character** in every piece.

- **Signature Wrangler Details:**

- Iconic ‘W’ stitching
- Copper hardware
- Leather patches sourced from the same suppliers used for Wrangler denim

- **Standardized Fit System:**

Each cap will feature a **model number inside the lining**, corresponding to one of over 45 shapes developed by CAPX. This system is designed to **educate consumers on fit and structure**, simplifying the discovery and purchase of similar styles.

Expertise and Innovation

The collaboration leverages **CAPX's industry-leading innovation and manufacturing capabilities**, enabling Wrangler to redefine consumer expectations for headwear in terms of **craftsmanship, design, and comfort**.

- **Steve Armus**, VP of licensing and collaborations at Wrangler:

“Headwear is an essential part of the Wrangler consumer’s lifestyle. We see tremendous opportunity in headwear to reach a broader audience in meaningful new ways, and CAPX is the ideal partner to help us do that.”

- **David Gormley**, founder and president of CAPX:

“We’re excited and humbled to partner with the iconic Wrangler brand and represent its 78-year history. Wrangler is a true American lifestyle brand, and headwear is an incredible opportunity to amplify its story.”

What to Expect

The upcoming headwear line will **merge Wrangler’s heritage with cutting-edge design**, offering a curated selection of caps and hats that reflect the brand’s **American lifestyle ethos** while appealing to **style-conscious consumers seeking functional yet distinctive accessories**.

This collaboration marks a significant step in Wrangler’s **expansion beyond denim**, cementing its position as a **cross-category lifestyle brand** while celebrating its **78-year heritage of iconic American style**.

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