

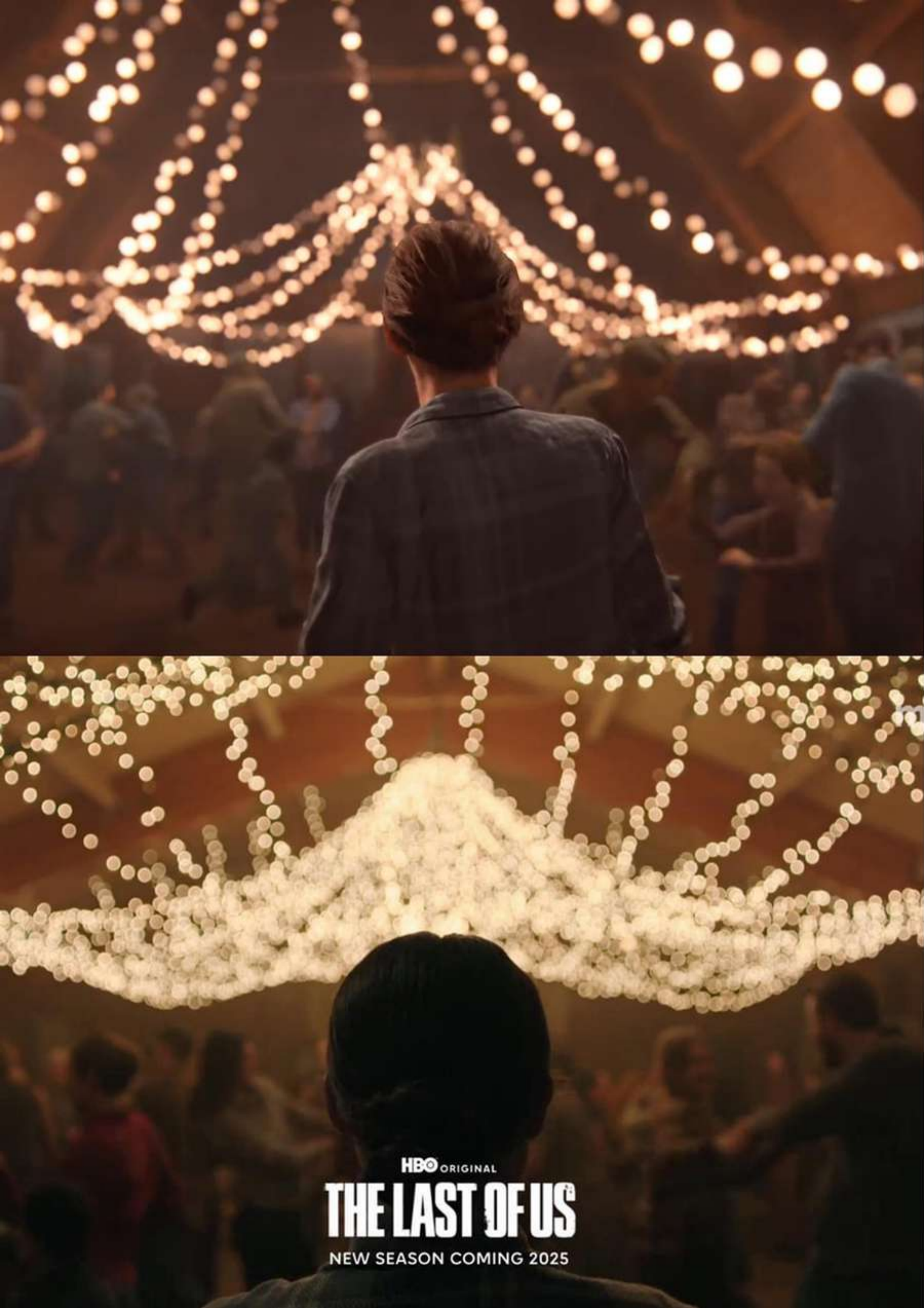
UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

Wrangler
THE LAST OF US



USP INSPIRE:
SURVIVAL STYLE



Season two of the award winning post-apocalyptic series *The Last of Us* is underway globally.

Based on a video game, the plot doesn't immediately say 'fashion', but Season one saw Joel's (**Pedro Pascal**) tough workwear style inspire durable, survival looks based around his now viral *Huckberry flannel-lined waxed trucker* jacket and waterproof *Elk Tracker* leather boots by **Irish Setter**.

Wrangler have collaborated with **HBO** on a genderless two-part collection that blends the heritage brand's authentic western wear with the essence of the series. Drop one is a tribute to Jackson, Wyoming, where season two begins and includes a pre-distressed denim jacket, button up shirt and relaxed fit jeans. Drop two will be released on May 1st.

USP: Workwear looks continue for mens & womenswear, with an emphasis on durability, classic styles and authentic branding.



USP INSPIRE: SURVIVAL STYLE

MOOD



Be inspired by a distressed surfaces, derelict spaces, 'infected' washes and rugged aesthetics

USP INSPIRE: SURVIVAL STYLE

COLOUR



Be inspired by a practical palette of workwear rich brown, khaki and tan, highlighted with washed teal and burnt orange