



## Everlast vs. Kangol

EVERLAST AND KANGOL TO LAUNCH LIMITED EDITION COLLECTION  
CELEBRATING EVERLAST'S 100 YEAR ANNIVERSARY

This Fall, global heavyweights [Everlast](#) and [Kangol](#) are teaming up to create a collection of limited edition hats reflecting the individuality and authenticity of each brand, aptly named Everlast vs. Kangol, celebrating [Everlast's 100<sup>th</sup> Anniversary](#).

"As the Everlast brand celebrates our 100 year anniversary, it is important for us to partner with an authentic brand that shares a similar passion and ability to transcend time, culture, sport and fashion," said Adam Geisler, President of Everlast. "Our partnership with Kangol gives us the opportunity to authentically share the cultural meaning of our brand with a new demographic."

The collaboration between Everlast, the brand of choice for generations of world champion professional athletes and fitness enthusiasts, and Kangol, a fashion and lifestyle brand with a reputation for crafting world-class headwear, is a natural marriage between two of the most recognizable brands in the world.

The Everlast vs Kangol limited edition collection will feature four signature Kangol styles distinctly celebrating the style and fashion representing the four quarters of Everlast's 100 year anniversary.

Beginning in October 2010, the Everlast vs Kangol collection will be available at [www.everlast.com](http://www.everlast.com), [www.kangolstore.com](http://www.kangolstore.com) and select specialty retailers.

**Everlast Spitfire 1910-1935:** Kangol's true heritage is epitomized with the Spitfire shape. A classic 8-panel crown is fashioned above a fillet band and made with supple glove leather, honoring the material used to make the first Everlast boxing gloves. The Everlast Spitfire is also lined with satin, to emulate classic boxing robes. Wholesale \$40.00

***Insert Product Image***

**Everlast Player 1936-1960:** Soft, crushable, and water repellent, the Everlast Player is a 100% lite felt wool fedora with a tonal fabric band and

stingy brim that can be worn up or down. The Everlast Player, also lined in satin, takes us through the Great Depression into America's golden era. Wholesale \$33.00

***Insert Product Image***

**Everlast Beanie 1961-1985:** The Everlast beanie, celebrating prominent, fictional boxing hero *Rocky*, is a fully-fashioned cuff pull-on. This style is double branded so the cuff can be turned down and worn as a longer, slouchy pull-on. Wholesale \$11.50

***Insert Product Image***

**Everlast 5-Panel 1986-2010:** Kangol's classic 5-panel cap shape rounds out the end of the 20<sup>th</sup> century and goes straight into the technology driven new millennium. The Everlast 5-Panel cap has been treated to be UV-A and UV-B sun protective and waterproof. Wholesale \$19

***Insert Product Image***

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#### **About Everlast Worldwide, Inc.:**

The preeminent fight sports brand since 1910, [Everlast](#) is a global leader in the design, manufacturing, licensing and marketing of authentic boxing, mixed martial arts and fitness related sporting goods equipment, apparel, footwear, and accessories. From heavyweight champion Jack Dempsey and middleweight legend Sugar Ray Robinson to the undisputed middleweight champion Jermain Taylor and MMA legend Randy Couture, Everlast is the brand of choice for generations of world champion professional athletes. Based in Manhattan, Everlast's products are sold across more than 75 countries and 6 continents. Everlast is a wholly owned subsidiary of Brands Holdings Limited, a global company and manager of worldwide sporting goods and apparel brands. For more information, visit [www.everlast.com](http://www.everlast.com).

#### **About Kangol:**

Established in Cumbria, England in 1938, Kangol berets were originally worn by the British Military during WWII, most notably by General Bernard Montgomery. Kangol made its mark in New York City when the brand was adopted by the trailblazers of hip hop in the 1980's. Today, Kangol is worn by a slew of fashionable, musical, and athletic trendsetters.

For additional information about **Everlast vs Kangol**, please contact Jasmine Desai at 212.625.3500 or [Jasmine.D@sirenpr.com](mailto:Jasmine.D@sirenpr.com)