



Johnston & Murphy Names Peyton Manning as Brand Ambassador

October 1, 2025

The American legacy brand announces partnership with the NFL champion with an engaging campaign on style

NASHVILLE, Tenn.--(BUSINESS WIRE)--Oct. 1, 2025-- Today, American premium lifestyle brand, Johnston & Murphy has introduced Peyton Manning as its brand ambassador. The partnership is announced following the debut of the new fall brand campaign and is built on a common philosophy of quality, achievement and approachable style.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250930993509/en/>



In addition to being the co-host of the ManningCast and widely regarded as one of the greatest quarterbacks of all time, the NFL champion is now the face for the Tennessee-based lifestyle brand. As a

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longtime fan of Johnston & Murphy, Peyton appears in the campaign wearing the brand's current collection of footwear and apparel while taking a tongue-in-cheek approach to the Hall of Famer's fashion game.

"We are honored to announce Peyton Manning as our brand ambassador," said Danny Ewoldsen, President of Johnston & Murphy. "Peyton has worn Johnston & Murphy for many years and this partnership is a nod to our shared values of authenticity, quality and confidence. We admire Peyton's ability to always perform at the highest level and believe he is someone who will inspire our customers."

Johnston & Murphy, along with its creative agency, Wolfgang, and in collaboration with Omaha Productions tapped Forrest Davis to shoot the entertaining new campaign. The campaign highlights Peyton's approach to fashion and unfolds along two storytelling tracks. In the first entitled 'Fashion Fumbles', Manning revisits some of his more *interesting* wardrobe choices over the years – the kind every guy has made – and now, dressed head-to-toe in Johnston & Murphy, all his fashion decisions are good ones. The second, 'Wall of Game' takes a fun approach to presenting Johnston & Murphy footwear and apparel as if they are Hall of Fame artifacts in Peyton's permanent collection.

"I'm very excited to officially partner with Johnston & Murphy," said Peyton Manning. "J&M combines comfort and practicality with timeless and approachable looks, which is a seamless fit for my day-to-day style. Teaming up with them really feels like a perfect match."

The campaign introduces Johnston & Murphy's Fall 2025 collection featuring styles that represent the brand's latest footwear and apparel assortment. At the heart of the campaign are a mix of classic silhouettes and some of Peyton's favorites including dress and casual athletic styles as well as popular apparel favorites like performance blazers, quarter zips and outerwear.

The announcement of Peyton Manning as Johnston & Murphy's brand ambassador comes at an exciting time for the company. This year the legacy brand is celebrating its 175th anniversary and continues its commitment in product innovation and retail expansion. Timed with this campaign, the XC+™ Extreme Comfort collection is launching, the company's most innovative footwear comfort system featuring proprietary comfort technology and waterproof construction. The Peyton Manning campaign will be seen across Johnston & Murphy's 127 retail and factory doors, and its 25 airport locations. The media launch will feature cable TV, including ESPN, digital and connected TV placements as well as Meta and YouTube. The campaign can be seen now on johnstonmurphy.com, in store and via the brand's social channels.

ABOUT JOHNSTON & MURPHY

A division of Nashville-based Genesco Inc. (NYSE: GCO), Johnston & Murphy is an iconic American brand with a rich heritage that inspires its design aesthetic. Johnston & Murphy offers modern interpretations of classic styles to men and women who appreciate beautiful and functional products made with premium materials, great craftsmanship and enduring quality. Founded in 1850 and headquartered in Nashville, Tennessee, Johnston & Murphy products are available in more than 2,000 global retail and wholesale locations and at johnstonmurphy.com

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Media contact: Marisa Drew at Battalion PR, mdrew@battalionpr.com

Source: Johnston & Murphy