



Genesco Launches Wrangler Footwear Collection

September 15, 2026

--Fall 2026 Collection Brings Wrangler's Iconic Heritage to Footwear--

--Adds New Growth Platform to Genesco Brands Group--

NASHVILLE, Tenn.--(BUSINESS WIRE)--Sep. 15, 2026-- Genesco Inc. (NYSE: GCO) today announced the launch of its Wrangler® footwear collection, marking an important milestone in its multiyear licensing agreement with Kontoor Brands (NYSE: KTB) and its legendary denim and lifestyle brand.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260914296624/en/>



Wrangler Mens Fargo Timber Bark and Wrangler Womens Myrtle Saddle Tan Ivory

The Fall 2026 collection brings Wrangler's authentic Western style to men's, women's and children's footwear across Western, work and casual lifestyle categories. The collection launches September 15 on

[Wrangler.com](https://www.wrangler.com), with availability at select retailers across the United States rolling out later in the season. Retail prices range from \$100 to \$240.

"Wrangler represents a significant growth opportunity for Genesco Brands Group and reflects our strategy to build and scale leading lifestyle brands in footwear," said Rick Higgins, president of Genesco Brands Group. "We've combined Wrangler's iconic heritage and deep connection with consumers with our footwear expertise to create a collection that is unmistakably Wrangler."

"Footwear is a natural extension of Wrangler's authentic Western roots and rugged everyday style, allowing our consumers to embrace the brand from head to toe," said Steve Armus, Vice President of Licensing and Collaborations at Wrangler. "Genesco's proven footwear expertise makes them the ideal partner to translate our authentic style into a comprehensive collection. By pairing our legacy of durability and craftsmanship with Genesco's industry-leading capabilities, we are delivering the superior quality, comfort, and timeless design consumers expect for daily wear."

The assortment features premium materials, including full-grain leather and authentic denim textiles, while select work styles meet ASTM standards for safety-toe protection and slip- and oil-resistant performance.

About Genesco Inc.

Genesco Inc. (NYSE: GCO) is a Footwear First company with distinctively positioned retail and lifestyle brands and proven omnichannel capabilities offering customers the footwear they desire in engaging shopping environments, including more than 1,180 retail stores and branded e-commerce websites. Its Journeys, Little Burgundy and Schuh brands serve teens, kids and young adults with on-trend fashion footwear that inspires youth culture in the U.S., Canada and the U.K. Johnston & Murphy serves successful, affluent men and women with premium footwear, apparel and accessories in the U.S. and Canada, and Genesco Brands Group sells branded lifestyle footwear to leading retailers under licensed brands including Wrangler, Dockers and Starter. Founded in 1924, Genesco is based in Nashville, Tennessee. For more information on Genesco and its operating divisions, please visit www.genesco.com.

About Wrangler®

Wrangler®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for 75 years. With a rich legacy rooted in the Western lifestyle, Wrangler is committed to offering superior quality and timeless design. Its collections for men, women, and children look and feel great, inspiring all those who wear them to be strong and ready for everyday life. Wrangler is available in retail stores worldwide, including flagship stores in Fort Worth and Greensboro, department stores, mass-market retailers, specialty shops, top western outfitters, and online. For more information, visit [Wrangler.com](https://www.wrangler.com).

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