



Champion® Athleticwear Unveils New Artist Series Supporting Talent Across The Country

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Series Features Four Artists, Each with a Collection Defined by Authentic, Inspired, Grassroots Voices

WINSTON SALEM, N.C.--(BUSINESS WIRE)--May 12, 2021-- Champion Athleticwear, makers of authentic athletic apparel since 1919, is introducing an Artist Series to celebrate the diversity of talent and creativity found across the United States. The series features four street artists who have unique perspectives on design, fashion and personal expression. The artists have ties to cities across the country, including New York City, Chicago and Seattle.

The first drop is from Ricardo Gonzalez, a designer and artist from Durango, Mexico, currently based in Brooklyn, New York, who lives by the philosophy, "IT'S A LIVING," which inspires his work. Ricardo uses typography as his medium and has incorporated his signature script into a variety of work spanning large-scale murals to commercial work for brands to simple stickers seen on the streets. As part of the collection drop, Champion commissioned Ricardo to create one of his signature murals in Brooklyn, New York.

Ricardo's vibrant, colorful script style will appear on a limited collection of Reverse Weave® hoodies, heritage graphic tees and Reverse Weave cut-off shorts for men and Reverse Weave cropped cutoff hoodies, heritage graphic tees and Reverse Weave shorts for women. The apparel has black, oxford gray, white and scarlet colors supporting neon text overlay of phrases including "Better Yourself," "Keep Tryin'," "The Way Up" and "Change The Future." Ricardo hopes his signature positive messages and uplifting designs unify people together during these challenging times.

"As an artist and designer, it means so much to me to collaborate with Champion on an inclusive collection that promotes my positive aesthetic to the masses," said Ricardo Gonzalez. "The phrases we chose for this collection fit really well with Champion's philosophy. My favorite piece is "Better Yourself," as it expresses self-improvement and what it means to be competitive as a Champion. I hope when people wear my Champion pieces that they feel empowered and like a Champion."

Apparel in Ricardo's It's A Living collection ranges from \$35 to \$75 in sizes XS through 2XL and will be in Champion retail stores and online at [Champion.com](https://www.champion.com), Champs Sports and Footaction beginning May 12, 2021. Each Artist Series drop will be available for a limited time with Brooklyn-based neon artist Adam Fu, up next in the series. Fu will be followed later this year by New York-based Steffi Lynn and Chicago-based Merlot.

"Champion is founded on the principles of inclusion, creativity and self-expression," said Jon Ram, group president of global activewear for Hanesbrands Inc. "and we are dedicated to fostering up-and-coming talent. The Artist Series is an exciting new chapter in our commitment to supporting a wide range of artists with the goal of inspiring all consumers to be their own Champion through their apparel – the ultimate form of self-expression."

Ram added that Champion is committed to creating a better world for the champions of today and tomorrow where all are included. The Artist Series adds a new dimension to the brand, which is known for increasing access to sports in a number of ways, including providing apparel and uniforms to Special Olympics USA, Urban Dove and NBPA Summer Camps.

To learn more about Champion's Artist Series drops, visit [Champion.com](https://www.champion.com) and follow the brand on [Instagram](#), [TikTok](#), [Twitter](#) and [Facebook](#).

About Champion®

Since 1919, Champion Athleticwear has offered a full line of innovative athletic apparel for men and women including activewear, sweats, tees, sports bras, team uniforms, footwear and accessories. Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for its consumers. Champion Athleticwear can be purchased at department stores, sporting goods, specialty retailers, and at [Champion.com](https://www.champion.com). For more information, please contact us at 1-800-315-0563 or at [Facebook.com/Champion](https://www.facebook.com/Champion), follow us on Twitter [@Championusa](https://twitter.com/Championusa) or on Instagram [@Champion](https://www.instagram.com/Champion). Champion is a brand of HanesBrands. (NYSE: HBI).

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