

Sports & Entertainment

Sports and Fashion team up!

NFL and NAADAM announce first-ever NFL-Licensed cashmere collection, expanding the NFL luxury space



Collection Now Available Featuring 10 NFL Teams on NAADAM.co

NEW YORK – Oct. 16, 2025 – The National Football League and NAADAM, a leading cashmere brand, announced the launch of NAADAM x NFL, the league's first-ever licensed cashmere apparel collection. Bridging the legacy of the NFL with NAADAM's renowned craftsmanship, the collection for both

men and women allows the NFL to explore a new fashion frontier: cashmere sportswear rooted in comfort and style. "As our first cashmere licensing partner, NAADAM introduces the NFL to a new category of exceptional products, further expanding our presence in the luxury space," said Xaimara Coss, director of consumer products at the NFL. "This relationship underscores our commitment and excitement to

producing stylish, high-quality apparel that resonates with the NFL's growing fanbase." Crafted from NAADAM's premium Mongolian cashmere, the capsule collection merges sports and sophistication by introducing timeless pieces that will last well beyond the NFL season. The initial drop will feature team-branded cashmere crewnecks, quarter-zips and hoodies representing the New York Giants, New York Jets, Philadel-

phia Eagles, New England Patriots, Chicago Bears, Washington Commanders, Detroit Lions, Buffalo Bills, Los Angeles Rams and San Francisco 49ers. "We're redefining what fan gear can look and feel like," said Lydia Feniger, vice president of marketing at NAADAM. "The synergies between NAADAM and the NFL made this collaboration a natural fit. With fans gearing up for football season just as cashmere season begins,

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we've introduced elevated yet attainable luxury pieces that celebrate the NFL's iconic legacy. This is just the beginning of what will be an exciting, long-term relationship." The NAADAM x NFL collection is available beginning today on NAADAM.co in limited quantities. NAADAM is a premium cashmere brand making the world's finest cashmere accessible to all. By working directly with herders in Mongolia, NAADAM cut out the middlemen to deliver premium quality cashmere at fair prices while supporting sustainable, ethical practices. Known for its timeless designs and uncompromising softness, NAADAM continues to redefine what luxury means for today's consumer.

Grizzlies partner with Wilo & American-Marsh Pumps from sports page 1

centers, municipalities, agriculture and industrial operations across the world. "We're thrilled that Wilo & American-Marsh pumps decided to expand their Grizzlies partnership this season," said Ted Roberts, Grizzlies Vice President of Partnerships Marketing. "Their commitment to innovation and sustainability aligns perfectly with our values, and we're proud to have their logo featured on our warmups and shooting shirts. We look forward to building programs together that continue to energize our community both on and off the court." "This partnership represents more than visibility on the court — it's a celebration of Memphis pride, innovation, and sustainability," said Jon Shindler, Director of Sales/Site Leader at American-Marsh Pumps. "We're honored to stand alongside the Grizzlies as we continue to support the systems and communities that keep our world moving." The collaboration underscores Wilo's commitment to the Memphis community and its dedication to engineering solutions that enable reliable and efficient use of water and energy resources.

Harlem Globetrotters reveal style collaborators for Centennial Season from sports page 1



be creating, marketing, and distributing distinct fashion elements reflective of the Globetrotters rich history to their very unique audiences. "The Globetrotters have always been trailblazers in popular culture, and these brands, will work to expand our storytelling, and reach, through the lens of fashion and apparel to a global set of consumers," said Keith Dawkins, President, Harlem Globetrotters & Herschend Entertainment Studios. "Our research tells us that fandom, and what you represent, can be synonymous with what you wear. So, it's important that we work with a broad range of 'best in class' partners as a way to tell our story and co-create products that people of all ages, from around the globe, can actually wear and represent the Harlem Globetrotters brand." The initial round of Fashion Apparel collaborations include: •Shoe Palace – Designs will pull

from the long history of art styles from the Globetrotters over the years for a nostalgic yet fashion forward apparel capsule launching in spring 2026. •OVO – A limited edition capsule collection, designed by OVO, honoring the Harlem Globetrotters' 100 year legacy. A celebration of creativity, culture, and influence. Launching February 2026, during Black History Month. •Actively Black – Bringing the Harlem Globetrotters in to Ac-

tively Black's premium athleisure wear apparel. A Black owned brand that celebrates Black culture and history, this collaboration will feature tees, shorts, sweatpants, and accessories which was teased on the runway during NY Fashion Week last month. Set to launch in early 2026. •NBALab – Celebrating the 100-year anniversary with special collaboration tees and hoodies with NBA teams under the slogan "Shared Court. Shared His-

tory", given the deep connection between the two iconic basketball properties. The collection of designs will be sold across key NBA markets on the 100th anniversary tour, as well as in NBA venue stores, both https://www.harlemglobetrotters.com/and nbalab.com, and additional fashion retailers Facilitated by the Globetrotters' licensing agency IMG Licensing, these collaborations are in addition to the upcoming partner-

ship with celebrated sports designer, Jeff Hamilton. Hamilton, who designed the Globetrotters Centennial uniform look and feel, will expand the collaboration with additional products in the coming months. The full 100th Anniversary Tour will continue onwards with Boston and Pittsburgh on Friday, December 26th and rolling out across 200+ domestic markets and over 125+ markets internationally.

