



J.Crew and Lee® Announce First-Ever Collaboration Rooted in American Denim Heritage

Two American icons unite to reimagine heritage denim through a modern prep lens

March 19th, 2026 | Two legends of American style come together for the very first time. J.Crew and Lee®, the iconic heritage denim brand founded in 1889, introduce an exclusive collaboration that reimagines Lee’s most historic denim styles through the lens of J.Crew’s prep heritage.

The Lee X J.Crew capsule collection brings together two distinct points of view with one shared story in denim. Drawing from Lee’s legacy of timeless style and J.Crew’s East Coast sensibility, the collection offers a modern take on American classics across women’s, men’s, and kids’ categories.

“This collaboration felt incredibly natural,” said Olympia Gayot, Creative Director of J.Crew Women’s & Kids. “Lee represents an essential part of American denim heritage. At J.Crew, my goal was to honor that legacy while refining it through our lens — polished but relaxed, thoughtful but unfussy. We focused on pieces that feel authentic and enduring, the kind of wardrobe staples you reach for instinctively and keep for years. It’s about respecting heritage while making it feel relevant now.”

The collection reinterprets iconic Lee silhouettes, including the Storm Rider™ jacket, western shirts, straight-leg jeans, skirts, and overalls. Each piece is crafted from premium materials such as Japanese selvedge denim sourced from renowned mills like Kaihara and Kurabo, with details including custom hardware, embossed brass finishes, and vintage-inspired labels referencing early 1970s Lee imagery. Thoughtful fabrications, from garment-dyed cottons to perfect-rib knits to a J.Crew plaid created for the Storm Rider jacket, ensure every style feels both authentic and modern.

“This will be the first collaboration available on Lee.com that encompasses men, women and kids apparel, and we couldn’t have a better partner than J. Crew,” said Joe Broyles, Vice President of Collaborations at Lee. “They are a master at product storytelling, and we’re thrilled with the outcome. This capsule amplifies Lee’s new global ‘Built Like Lee’ platform – highlighting how we’re showing up in new ways for today’s consumer.”

Designed to evolve with wear, the collection reflects the enduring appeal of American style that gets better over time.

A Narrative Celebration

Drawing inspiration directly from Lee’s rich advertising archives, the creative teams tapped into the shared visual history of both brands, reworking the language of classic Americana, prep, and denim through a fresh, contemporary lens. The campaign imagery and collection design pay homage to Lee’s vintage ads while introducing a renewed sense of optimism and effortless style. Grounded in heritage yet designed for today, the collaboration reflects a thoughtful evolution rather than a reinvention.

The collaboration will be celebrated with a brand experience in Los Angeles alongside friends of the brand.

Collection Availability

The Lee® X J.Crew collection will launch online on March 19th at [jcrew.com](https://www.jcrew.com) and [lee.com](https://www.lee.com) and will be available in select J.Crew stores. Prices range from \$45 to \$268.

Two American icons. Two distinct perspectives. One shared story told in denim.



About J.Crew

Founded in 1983, J.Crew is an iconic American brand and internationally recognized omnichannel retailer known for its timeless style, quality craftsmanship, and fresh approach to classic design. With a deep connection to personal style and self-expression, J.Crew offers thoughtfully designed women's, men's, and kids' collections that blend heritage with a point of view that feels relevant today.

J.Crew serves as a destination for everyday essentials and statement pieces alike, creating clothing that fits seamlessly into real life, from work to weekend, city to coast. Through compelling storytelling, meaningful partnerships, and a commitment to quality, the brand continues to evolve while staying true to its American roots.

As of March 9, 2026, J.Crew operates 114 retail stores across the United States and maintains a robust e-commerce presence, serving customers globally. For more information, visit [jcrew.com](https://www.jcrew.com).

About Lee

Lee®, a Kontoor Brands (NYSE: KTB) brand, is an iconic American brand that's been designing to a higher standard for 135 years. From its foundation of iconic denim and workwear, Lee has built a global following with products sold in more than 100 countries and 900+ branded retail locations. The brand's attention to trend-right and timeless styles and balance between denim and casual apparel appeals to male and female customers. Meanwhile, Lee's integration in pop culture with global collaborations, expanded lifestyle offerings and 'Built Like Lee' platform is attracting a new generation of fans worldwide. For more information, visit www.lee.com.

For media enquiries: j.crew@karlaotto.com lee@scenariopr.com