# Wrangler launches 'The Last of Us' denim collection ahead of season two



A new collection that connects the beloved HBO series "The Last of Us" with Wrangler’s durable denim line is set to launch, coinciding with the upcoming season of the popular post-apocalyptic drama. This collaboration, developed in conjunction with Sony Pictures Consumer Products, highlights the launch of pieces inspired by the fictional town of Jackson, Wyoming, where main characters Joel and Ellie will embark on their journey in Season 2.

The Wrangler x The Last of Us collection features three distinct pre-distressed denim items that celebrate the strength and authenticity associated with the Wrangler brand while drawing inspiration from rugged Americana aesthetics. Notable pieces include a cowboy cut denim jacket, a cowboy cut denim shirt, and the original 13MWZ Cowboy Cut Denim Jean, all crafted to reflect the tough, utilitarian style synonymous with both Wrangler and the show’s themes.

Additionally, the collection offers unique design elements such as a Cordyceps camouflage set, serving as a subtle nod to a fictional mutated strain of fungus that plays a pivotal role within the series' narrative. This attention to detail is likely to resonate with fans deeply engaged in the storyline of "The Last of Us."

The collaboration underscores several emerging trends within the fashion industry, particularly the growing demand for clothing inspired by dystopian themes. As brands like Wrangler continue to collaborate with media franchises, they create innovative, story-driven apparel that captivates consumers. Such crossover collaborations open fresh marketing avenues for iconic clothing brands while delivering unique product offerings that appeal to various demographics.

Moreover, this partnership exemplifies the revival of Americana style, highlighting a resurgence in popularity for heritage denim. As consumers seek nostalgic, rugged authenticity, brands are drawing upon traditional designs to evoke a sense of connection to cultural roots.

The fashion sector is witnessing a shift towards narrative-driven collections, whereby storytelling and traditional craftsmanship coalesce to captivate fans of popular media. Concurrently, entertainment companies are harnessing licensing agreements, integrating beloved elements from shows and films into consumer products, thereby enhancing brand engagement.

Furthermore, advancements in textile manufacturing are allowing for the creation of high-quality, pre-distressed garments, aligning with consumer preferences for durable, vintage-inspired styles. As the Wrangler x The Last of Us collection prepares for its debut, it stands as an example of how the fashion and entertainment industries can synergise to create compelling products that echo popular culture’s narratives.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.hindustantimes.com/entertainment/web-series/the-last-of-us-teams-up-with-wrangler-for-new-apocalypse-inspired-apparel-line-101744295170264.html> - This article supports the claim that Wrangler is collaborating with Sony Pictures Consumer Products for a 'The Last of Us' inspired apparel line, coinciding with the series' second season. It highlights key pieces and themes inspired by Jackson, Wyoming.
* <https://www.marketscreener.com/quote/stock/KONTOOR-BRANDS-INC-58863867/news/Wrangler-X-HBO-Original-The-Last-of-Us-A-Collaboration-Built-to-Endure-A-Two-Part-Drop-Inspired-49588691/> - This piece details the Wrangler x The Last of Us collection, including its inspiration from rugged Americana and the post-apocalyptic narrative of the show, with specific items like the cowboy cut denim jacket.
* <https://www.gurufocus.com/news/2771802/wrangler-x-hbo-original-the-last-of-us-a-collaboration-built-to-endure-ktb-stock-news> - This article provides more on the collection's two-phase launch and the integration of Cordyceps camouflage, echoing the show's survivalist themes while aligning with Wrangler's durable denim heritage.
* <https://www.noahwire.com> - The information about the Wrangler x The Last of Us collection's launch and connection to popular culture trends is sourced from Noah Wire Services.
* <https://www.hindustantimes.com/entertainment/web-series/the-last-of-us-teams-up-with-wrangler-for-new-apocalypse-inspired-apparel-line-101744295170264.html> - This article also touches on the growing trend of media-inspired fashion collections and how such collaborations enhance brand engagement across different demographics.