

## Vineyard Vines Announces First Collaboration With Jeep® Brand

- Two American icons embark on an exclusive collection, road trip and a once-in-a-lifetime vineyard vines custom Jeep® Gladiator giveaway

July 2, 2024, Stamford, Conn. - The lifestyle apparel brand vineyard vines, renowned for its iconic smiling pink whale logo and classic, casual clothing, is thrilled to announce its [first collaboration with Jeep®](#), the legendary SUV brand. This July, as vineyard vines celebrates its 26th birthday and Jeep rings in its 83rd, the two brands will introduce an exclusive capsule collection that celebrates their shared passion for adventure and the outdoors. The collection will launch online at [vineyardvines.com](#) and in select stores along with a sweepstakes to win a custom vineyard vines Jeep Gladiator, among other prizes. The collaboration pays tribute to the early days of vineyard vines when co-founders Shep and Ian Murray would travel across New England selling ties out of their own Jeep Wrangler.

The limited-edition vineyard vines X Jeep capsule collection features apparel in soft fabrics and colorways reminiscent of a beach sunset perfect for summer adventures. Fans can look forward to stylish and comfortable hats, sweatshirts, shirts and shorts for men and women, all embodying the laid-back vibe of both brands. To celebrate this collaboration, a custom vineyard vines [Jeep Gladiator](#) will embark on a promotional road trip, stopping in select locations to showcase the collection, host exclusive events and promote the custom Jeep vehicle X vineyard vines enter-to-win sweepstakes.

"In 1998, we followed our dreams and started selling ties out of the back of a [Jeep Wrangler](#) on Martha's Vineyard. Now, partnering with the Jeep brand for an exclusive collection, road tour and giveaway is the ultimate 'Every Day Should Feel This Good' moment for us," said Shep Murray, co-founder of vineyard vines.

"We have been chasing our dream of vineyard vines in a Jeep since we were able to drive. There's no better feeling than being behind the wheel of a Jeep vehicle. Be it an old CJ-7 or one of today's Rubicons, the feeling is the same: boundless opportunity, freedom ahead and the ability to chase your dream! It's come full circle and we are so happy to be able to share our love of Jeep by giving away a custom vineyard vines Gladiator Rubicon that we specced out specifically to embody the EDSFTG life," added Ian Murray, co-founder of vineyard vines.

"The Jeep brand holds a rich, truly American history that is steeped in freedom and adventure and holds a unique place deep in the hearts of our owners and enthusiasts, as well as fans and followers," said Kim Adams House, head of licensing, merchandising and multicultural marketing, Stellantis. "Vineyard Vines and its 'good life' ethos expresses a dimension of the Jeep brand's qualities and its, 'Go Anywhere, Do Anything' spirit. This special collaboration creates an authentic bridge, allowing each brand's community to demonstrate its love of both brands at the time when those golden New England summers begin."

Jeep and vineyard vines were brought together by licensing agent IMG. For more information on the vineyard vines X Jeep Collection, details on the road tour and giveaway, please visit [vineyardvines.com](#) or follow the brands on social media using the hashtag #VVJeepGiveaway.

### VINEYARD VINES

A company best known for its smiling pink whale logo, vineyard vines was founded in 1998 on Martha's Vineyard when brothers Shep and Ian Murray cut their ties with corporate America to start making ties that represented the Good Life. In addition to signature neckwear, vineyard vines offers a variety of clothing and accessories for men, women and children. Products are sold in over 600 specialty and department stores worldwide, through a seasonal catalog at 1.800.892.4982, online at [vineyardvines.com](#) and at over 100 freestanding stores.

### Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep

brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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