

Academy Sports + Outdoors Builds Out Women's Denim and Western Wear Assortment

February 24, 2026

Showcasing new Wrangler additions, including pieces from the Lainey Wilson collection

KATY, Texas, February 24, 2026 — [Academy Sports + Outdoors](#) ("Academy") ([Nasdaq: ASO](#)) is expanding its [women's denim and western wear](#) assortment to meet growing customer demand, reinforcing the brand's commitment to offering inclusive, on-trend styles at accessible prices.

The assortment now includes a broader selection of [women's denim and western-inspired apparel](#), featuring select pieces from the Wrangler x Lainey Wilson collection. Designed to blend authenticity, comfort and versatility, the lineup reflects Academy's focus on serving today's active, style-forward customer.

"Wrangler has been an iconic brand in our men's assortment and growing that relationship into the women's space was a natural next step," said Matt McCabe, Executive Vice President and Chief Merchandising Officer of Academy Sports + Outdoors. "As we continue to evolve our assortment, this expansion allows us to bring more authentic, versatile western-inspired styles to women, while staying true to our commitment to quality, value and brands our customers know and trust."

The enhanced [western wear](#) assortment is available across select Academy stores and [online](#). Academy remains focused on delivering fun, value and assortment to customers, ensuring families can find the brands, styles and fits they love, all in one destination.

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to more than 300 stores across 21 states and counting. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit www.academy.com.

Media Contact:

Selena Mejia, Sr. Manager of External Communications, selena.mejia@academy.com

###