

Academy Sports + Outdoors Meets Growing Demand for Workwear with Expanded Carhartt Assortment

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Carhartt footwear arrives in 100 stores and expands apparel assortment with new fleece styles



KATY, Texas (September 15, 2026) – [Academy Sports + Outdoors](#) ("Academy" or the "Company") (Nasdaq: ASO) announced today the expansion of one of Academy's leading workwear brands: Carhartt. Customers now have more ways to shop as footwear rolls out in 100 stores and online at [Academy.com](#), and new fleece apparel styles arrive at 200 stores just in time for cooler fall weather. The broadened lineup reflects growing demand for versatile workwear that seamlessly transitions from the job site to everyday life.

"Carhartt continues to resonate with customers looking for dependable products that work as hard as they do," said Matt McCabe, Executive Vice President and Chief Merchandising Officer. "By growing our apparel assortment and expanding our in-store footwear offering, we're making it easier for customers to find the products that support everything from workdays to weekends outdoors."

The new [footwear collection](#) features two sneaker styles and five boot styles, starting at under \$100. Built with durable leather and canvas materials, the collection is designed for job sites, outdoor projects and everyday wear.

Academy is also expanding its Carhartt apparel assortment with the brand's [fleece collection](#), including active jackets, camo fleece jackets and plaid fleece styles starting under \$60.

"Together with Academy, we're making it easier for more customers to shop Carhartt from head to toe," said Carhartt Head of Marketing Bobby Rivera. "This expanded assortment brings the durability and performance customers expect from Carhartt to footwear and fleece designed for work and everyday life."

By expanding its Carhartt assortment, Academy continues to meet growing demand for workwear that delivers durability, comfort, and everyday versatility.

To learn more about Academy Sports + Outdoors, visit [Academy.com](#).

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](#).

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