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# A New Lee® and Alpha Industries Collaboration Takes Flight

## Limited Edition Capsule Showcases Brands' Most Iconic Workwear Styles

GREENSBORO, N.C.--(BUSINESS WIRE)-- Lee and Alpha Industries have launched a new global collaboration celebrating the brands' shared history of workwear apparel and iconic American style. The eight-piece Alpha x Lee capsule reimagines military-inspired designs and heritage details with a contemporary edge, featuring layered indigo and denim hues that bring workwear and utility styles to new heights.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20241113997618/en/>



This men's collection showcases pieces like Alpha's renowned MA-1 Bomber Jacket, now 60 years old, the Lee Rider™ denim jacket, and a unique take on the flight suit inspired by Lee founder H.D. Lee's original design. The capsule draws on each brand's authentic heritage while offering a modern twist on timeless style.

"The shared history of Lee and Alpha as American brands has created a unique offering that we're really excited to unveil," said Joe Broyles, global vice-president of collaborations, Lee. "The craftsmanship and details in each piece show why workwear and military styles continue to command attention in the world of fashion."

"This collaboration represents the unique intersection of military style and denim, a pairing with deep roots in American culture," said Matthew Pantoja, Chief Brand Officer at Alpha Industries. "Together with Lee, we're celebrating our shared history as American brands with authentic legacies, telling a story through each piece that resonates with those who value style and durability. This collection brings our heritage forward,

Lee® and Alpha Industries Launch Capsule Collection of Iconic Workwear Styles. (Photo: ©Lee)

The Alpha x Lee collection highlights:

- Alpha x Lee® Reversible MA-1 Bomber Jacket – The newest iteration of Alpha’s revered bomber jacket. Worn by US military for decades, now made for denim lovers everywhere. One side is a solid dark indigo denim while the reverse is an indigo stripe that pays homage to Lee’s heritage.
- Alpha x Lee® Reversible Rider Jacket – One side is the timeless Lee Rider denim jacket; the other is a sleek flight jacket style in olive green nylon, complete with removable patches.
- Alpha x Lee® Quilted Jacket – A quilted olive-green nylon jacket with workwear pockets and denim trim blends the best of both worlds.
- Alpha x Lee® Flight Suit – Inspired by an original design by Lee’s founder 100+ years ago, made for today. Crafted from a lightweight ripstop cotton with numerous details, pockets, and removable patches.
- Alpha x Lee® Convertible Cargo Pant – Made from lightweight ripstop cotton featuring nylon cargo pockets and converts easily into cargo shorts.
- Alpha x Lee® Snow Pant – Versatile for any climate, these loose-fitting pants have multiple pockets and can be rolled to just below the knee.
- Alpha x Lee® ACU Pant – Inspired by traditional military wear, this pant is made for daily comfort.
- Alpha x Lee® Alpha Anorak – Loose fitting, this lightweight quarter-zip anorak features multiple pockets and is made for layering.
- Alpha x Lee® Loose Fit Tee – Made from 100% cotton, it’s the perfect top to complement your favorite Alpha x Lee pant.

The Alpha x Lee capsule is available on Lee and Alpha owned retail stores and websites in the US as well as in select Asia markets. Pricing ranges from \$60 to \$310. For more information, please visit [www.lee.com/alpha](http://www.lee.com/alpha).

### **About Lee®**

Lee®, a Kontoor Brands (NYSE: KTB) brand, has been a pioneer in purposefully designed denim and casual apparel for more than 130 years. As an iconic American brand, Lee’s heritage is filled with fashion firsts marked by innovative fits, era-defining silhouettes, and legendary details in styles for men, women, and boys. Lee’s youthful energy, unrelenting optimism and fearless confidence have created generations of brand loyalists across the globe. For more information, visit [www.lee.com](http://www.lee.com).

### **About Alpha**

In 1959, Alpha Industries was commissioned by the Department of Defense to design and manufacture high-performance outerwear for the U.S. military and we’ve been committed to elevating military-inspired clothing and design ever since. From our iconic MA-1 Flight Jacket to our meticulously crafted parkas and field coats, Alpha has evolved into one of the most well-known brands rooted in military heritage, with fashion defining silhouettes influencing street-culture. Alpha Industries can be found in leading retailers globally, with a high-profile list of collaborations alongside our seasonal collections.

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