Brady launches at Nordstrom in retail exclusive

By Jennifer Braun - January 20, 2022

Seven time Super Bowl Champion and Tampa Bay Buccaneers quarterback Tom Brady is bringing his new namesake apparel brand to Nordstrom.
Dubbed 'Brady', the men's wear label, featuring activewear and training clothes, officially launched in select Nordstrom stores and on nordstrom.com on Wednesday. Nordstrom was selected as the brand’s retail partner of choice and will be the only place where customers can shop the brand in a physical location.

Brady launches with the 'Train + Live Systems'. Train consists of a collection of high performance fabrics across a range of outerwear, t-shirts, tank tops, pants & shorts. Innovative fabric features include Zero Weight, Breathe Easy mesh, Cool Touch technology and weather resistance, with strategically built-in breathability, storage, and performance enhancement.

Likewise, the Live system is comprised of functional performance pieces tailored for everyday life with specialized designs for movement, 3D knits, zero microplastics, and structured stretch. The collection’s expansive categories include Storm Shifter outerwear for weather protection and freedom of movement, Durable Comfort utility jackets & pants, Regenerate ponte hoodies and sweatshirts, and everyday structured pants & shorts.

Brady was first introduced in September. It has been in development over the last three years with co-founder Jens Grede.

"Brady is the first technical apparel brand to apply two decades of pro sport level innovation and engineering to deliver a system of clothing that performs across every activity, because life is a sport," Nordstrom said in a news release. "The collection is built for everyone; one that you can take to the gym, to the office, and ultimately become a part of your everyday life."

Tom is also the owner of the TB12 fitness program, which already includes a book, supplements and workout gear. He has equally partnered with the likes of IWC Schaffhausen and starred in fashion campaigns for Ugg for Men.

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