New Era drops new collaborations with Claudie Pierlot, French Rugby Federation

By Marion Deslandes - 15 February 2022

US hat brand New Era, well-versed in collaborations having teamed up with numerous brands and sport clubs the world over, has launched two new partnerships in France. They are quite different in register, and follow in the wake of a mini-collection created by New Era with the Louvre Museum last December. With the first collaboration, New Era opted for a solid fashion positioning, joining forces with womenswear label Claudie Pierlot, while the second partnership deal, with the French Rugby Federation (FFR), is designed to boost the brand’s standing in the sport sector.

The alliance with New Era will enable Claudie Pierlot, the elegant Parisian label owned by the SMCP group, to acquire a streetwear aura, thanks to a mini-collection featuring hats, sweatshirts and t-shirts in a palette of burgundy, lilac and navy that will be commercialised from February 16. The logo embroidered on the products features Claudie Pierlot’s initials, ‘CP’, in a nod to the US brand’s iconic ‘NY’ logo. “Are you ready to (re)discover Claudie?” asks the Parisian label to its customers, hoping to surprise them with this new venture.
Heading for the rugby pitch, New Era has designed for FFR a capsule collection consisting of three hats and two beanies, all in the colours of the French national team. Other models will follow in the course of the year. The French cockerel, and the national colours of red, white and blue, are emblazoned on the collection’s models, priced between €22 and €33.

New Era was founded in Buffalo, New York, in 1920. It manages a portfolio of over 500 licenses in the sport, music and leisure sectors, in addition to its own collections, which have expanded to include ready-to-wear and accessories.

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