

NORDSTROM ANNOUNCES THE LAUNCH OF BRADY™

Available in Select Stores and Online at Nordstrom.com beginning January 19th

WHO: American football player Tom Brady took his two decades of professional sports experience and teamed up with Jens Grede and Dao-Yi Chow to create BRADY™, the next generation of American apparel.

WHAT: After more than 3 years in development, Tom Brady builds upon his legacy with his first ever namesake apparel brand, BRADY. Nordstrom has been selected as the retail partner of choice for the exclusive launch of the BRADY apparel collection and will be the only place where customers can shop the brand in a physical location.

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. 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.

BRADY uses fabrics and materials that fuse natural elements with cutting-edge technology to create a collection that is built to move, breathe, and sweat while you compete, live and recover. BRADY was conceived to inspire you to be your best, because whatever you do, life is a sport. Under the philosophy of Lifeletics™, BRADY delivers a collection that instills fearlessness, resilience, and confidence towards achieving peak performance.

The first BRADY™ drop consists of the TRAIN + LIVE systems. TRAIN, a collection comprised of high performance fabrics boasts a range of outerwear, tee shirts, tank tops, pants & shorts. The collection focuses on innovative fabric features including Zero Weight, Breathe Easy mesh, Cool Touch technology and weather resistance, with strategically built-in breathability, storage, and performance enhancement.

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.

WHEN: The collection is available starting on January 19th in select Nordstrom stores and on Nordstrom.com.

WHERE TO BUY: BRADY™ is available at bradybrand.com, select Nordstrom stores and on Nordstrom.com. The below stores will carry BRADY™:

- Nordstrom NYC Flagship in NY, NY
- Nordstrom at The Grove in Los Angeles, CA
- Nordstrom International Plaza in Tampa, FL

- Nordstrom Natick Mall in Natick, MA

STYLES: Styles will be from BRADY's TRAIN + LIVE: collections made up of high-performance fabrics built into world class garments to help achieve training goals and functional performance pieces that are tailored for everyday life. The collection will include outerwear, pants, shorts, sweaters, sweatshirts, tee shirts, and more.

SIZING: S – XXL

PRICING: Prices range from \$50 to \$350.

LINK TO IMAGERY: [HERE](#)

