

SGB MEDIA

Russell Athletic Partners With Boxercraft On College Licensed Apparel

Posted by [SGB Media](#) | Jul 11, 2018 | [Apparel Updates](#), [Sports/Fitness](#), [Update](#) | 0 |

Russell Athletic and Boxercraft announced a partnership that names Boxercraft as the exclusive decoration, marketing and sales partner for Russell Athletic's collegiate licensed business.

“Over the past year Russell Athletic has been re-orienting our strategy to provide additional focus on our branded retail business,” said Matt Murphy, Russell Athletic vice president. “This more consumer-focused strategy will cross multiple retail segments, engaging a new, younger generation of Russell Athletic fans, including the college channel. Boxercraft has a world class service model, is well established in the collegiate market and continues to invest for future growth, making them a great strategic partner.”

By October 2018, Boxercraft will officially manage Russell Athletic's collegiate business including sales, fulfillment and all associated licensing obligations. The companies are currently coordinating with all licensing agencies, along with the colleges and universities on this opportunity. In addition to servicing the collegiate market, Boxercraft will also assume Russell Athletic's Minor League Baseball rights.

“Both Russell Athletic and Boxercraft are known for being trusted partners that provide quality on-trend apparel for the collegiate market,” said Shelley Foland, Boxercraft CEO. “This new strategic partnership will leverage our best-in-class services to enhance the rich heritage of the Russell Athletic brand while creating new opportunities for growth.”

<https://sgbonline.com/russell-athletic-partners-with-boxercraft-on-college-licensed-apparel/>

Boxercraft is committed to fulfilling all product offerings in the 2017-18 Russell Athletic catalog, and will utilize the core assortment moving forward. Boxercraft may add items to complement the current product offering at a future date.