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**CELEBRATING OUR CHAMPIONS WITH KITH’S NEW COLLABORATION X
TEAM USA OLYMPIC 2021**

New York, August 3, 2021 – Kith Retail, LLC announced the new collection collaborates with Team USA for Olympics 2021 today. The collection which supposed to be released last year – 2020 but had to pushback because of the pandemic finally launched on their official website.

The collection comes with total of 90 styles of apparel for men, women, and kids plus 24 accessories. All items will be released on Friday, August 6, 2021, at 8:00 AM EST. Customers will have access to purchase on Kith official website www.kith.com or all retail flagship locations at their open hours.



Entire collection is influenced and inspired by sport style. Silk souvenir jackets, cable knit cardigans, patchwork denim gi's, faux fur coaches' jackets, intarsia artwork sweaters, track suits, basketball jerseys, and swim trunks are featuring in two major color palettes. The first level is from the iconic American flag which is red, blue, and white. The second palettes are the iconic Olympics rings in pastel color which is printed or embroidered on most items.

“A major part of that plan was to announce that Kith has become an official partner of Team USA and release a collection for the opening of our Tokyo flagship.” sadly said Ronnie Fieg, the designer and CEO of the uprising streetwear company – Kith when he announced the collection had been pushback due to the pandemic last year. “But life doesn't always go the way you plan, and this year certainly hasn't gone the way anyone in the world would have thought. With the Olympic Games Tokyo 2020 being pushed to next year, our collection was too. But this moment is still so important to me and something I'm very proud of. So, I spoke with Team USA, and we agreed to give the people a preview of what's to come next year.”

“Here come our USA Team!” Fieg proudly said on his social media with a picture of the national team wearing Kith a few days before the collection is being released.

ABOUT KITH RETAIL, LLC

Kith Retail, LLC was found by Ronnie Fieg in 2011. The company is now leading in streetwear industry with their minimal and unique style for men, women, and kids. Kith keeps their value as a high-end streetwear brand that provide the same lifestyle to the customers. On the other hand, Kith also operates as a retailer for many streetwear, luxury brands.

Kith currently has 10 flagship stores in total all over the world. Seven of them located in the U.S. The rest of them located in Tokyo, Paris, and London.