LTD.INC

PRESENTS

MR. WRANGLER®

THE NFT COLLECTION

TWO-TIER DROP ULTRA RARE RETRO FUTURISTIC

Wrangler x Leon Bridges

LTD.INC

ABOUT THE

MR. WRANGLER®

NFT COLLECTION

In celebration of Wrangler's 75th anniversary, Wrangler & Leon Bridges step into the virtual and digital fashion world with LTD.INC to create "Mr. Wrangler". The NFT two-tier drop is based around a rare denim suit made exclusively for Leon Bridges.

Wrangler® x Leon Bridges

TWO ICONS OF STYLE UNITE TO RIDE INTO THE METAVERSE

THE NFT COLLECTION

Is a unique part of Wranglers 75th anniversary. For a brand that has spent the last 75 years dedicated to creating the world's best denim, it is kicking off its milestone anniversary focused on the next frontier, the metaverse, with the same uncompromising dedication to authenticity and timeless design.

In partnership with Grammy award-winning recording artist Leon Bridges, and under the 'Mr. Wrangler' moniker, the two-tier NFT drop puts fans directly in the saddle of incredible events and exclusive content, both virtually and in real life.

Leon Bridges x Wrangler

Raised in Fort Worth, Texas, soul singer, songwriter and record producer Leon Bridges played countless open mics before he was signed by Columbia Records. Three albums, several national tours and a Grammy later, he continues to cite his personal style, including his love for vintage denim and his custom Wrangler suit, as a way to connect with people around him.

A STEP INTO VIRTUAL FASHION

Inspired by the recent emergence of digital and virtual fashion, Leon Bridges and Wrangler partner with LTD.INC to create the "Mr. Wrangler" NFT using a suite of digital only tools.

Leon's love of dance and fashion are at the heart of this project and as a choreographer, he wanted to create an NFT with movement and flair that embodied his unique style.

EXCLUSIVELY DROPPING ON LTD.INC

TIER ONE - ICON

75 digital-only animated NFTs + VIP pass to a private event at New York Fashion Week in Sept 22' where Leon Bridges will be performing live + Icon Metaverse Wearables.

BID FOR: 75 EDITIONS

LIVE: **22ND FEBRUARY 2022**

TIER TWO - LEGENDARY

A first-of-its-kind physical replica of Leon's denim suit housed in a retro-vintage case + digitally animated NFT + Legendary Metaverse Wearable.
To be unveiled at a VIP private at New York Fashion Week in September.

BID FOR: 1 EDITION

LIVE: **SEPTEMBER 2022**

Hanging out at a local watering hole in Wrangler vintage denim led to Leon being approached by a woman who insisted he meet her boyfriend, a collector of vintage high-waisted Wranglers. Her boyfriend was Austin Jenkins, guitarist for the Texas rock band White Denim. The two bonded, and after Jenkins came back the next week to watch his new denim buddy's open-mike set, he told Bridges, "We need to record some songs."

and that, as Bridges says was...

"THE START OF EVERYTHING"

At Jenkins' studio, he recorded demos of his recent compositions, two of which—"Coming Home" and "Lisa Sawyer," a song about his mother—were uploaded to SoundCloud and quickly went viral. Before long, there was a bidding war among record labels, all vying to sign the young dishwasher with the Sam Cooke voice.

Bridges picked Columbia and released his debut, Coming Home, in June. Since then, he has been on a global tour.

THE HERITAGE & INSPIRATION

FROM 1940S RODEOS TO
20TH CENTURY JAPAN

ICONIC DESIGN RE-IMAGINED

75 YEARS
Wrangler

AN ULTRA-RARE COLLECTION

Wrangler®

CONCEPTUALISED
DESIGNED AND
CHOREOGRAPHED BY

Leon Bridges

"Fashion, technology and music influence us all, and I love the way Wrangler is interconnecting all three on this wild ride," said Bridges. "Through Wrangler, I channel my Texas roots and the essence of who I am, so I'm honored to help the brand celebrate its history while continuing to rewrite the future."

Leon Bridges
2022

THE FIRST OF ITS KIND

PHYSICAL & DIGITAL NFT

THE NOW

WHERE PHYSICAL MEETS DIGITAL AND WHERE CRAFTSMANSHIP MEETS TECHNOLOGY.

LTD.INC

THE FUTURE

Into a digital renaissance with an authentic expression about the past and the future.

SUSTAINABILITY IS FRONT & CENTRE

MR. WRANGLER®

NFT collection is 100% carbon neutral

Offsetra

LTD.INC has partnered with Offsetra, an organization who supports businesses in achieving their net zero ambitions, to ensure the "Mr. Wrangler" collection is a completely carbon-negative project.

ICON

The "Icon" tier consists of 75 digital NFTs of the signature dance move choreographed by Leon Bridges, created by a world class animation studio.

ICON

WHAT YOU GET:

- 1 Digitally Animated NFT
- 1 VIP pass to a by-invitation-only, private performance by Leon Bridges at New York Fashion Week in September 2022.
- 1 Icon Decentraland Metaverse Wearable
- IRL access to the unveiling of the "Legendary" NFT

WRANGLER
A METAVERSE WEARABLE
INCLUDED WITH EVERY NFT

EACH NFT COMES
WITH ONE VIP PASS
TO A BY-INVITATION-ONLY
PRIVATE PERFORMANCE WITH
Leon Bridges
IN NYC

WITNESS THE
UNVEILING OF THE
LEGENDARY
PHYSICAL
SUIT & NFT
75 YEARS
Wrangler

The "Legendary" tier consists of a 1-of-1 exact replica of Leon's custom Wrangler denim suit, which only he holds in his private collection.

LEGENDARY

LEGENDARY

WHAT YOU GET:

- 1 Physical Replica of the denim suit infused with exclusive content only accessible via LTD.INC's scanning app
- 1 Retro Futuristic Suitcase
- 1 Digitally Animated NFT
- 1 Legendary Decentraland Metaverse Wearable

FIT FOR A LEGEND

WRAN GLER
JE AN
WRANGLER
JEANS
SHIRTS
JACKETS
BLUE BELL
WRANGLER
BLUE BELL
WRANGLER
LTD INC
BLUE BELL
BLUE BELL
WRAN
JEANS
GLER
SHIRTS

EMBEDDED WITH

EXCLUSIVE CONTENT

BEAUTIFULLY HOUSED IN A

RETRO FUTURISTIC SUITCASE

Artist concept only -
final design subject to change

THE QUESTION IS...

ARE YOU AN ICON OR A LEGEND?

INVEST

IN

CULTURE.

EXCLUSIVE NFT DROPS ON

LTD.INC

Register for future drops at:
www.ltd.inc | info@ltd.inc

INVEST IN CULTURE.

LTD.INC

Wrangler x Leon Bridges

Wrangler