

# In PurSUIT

Detroit Red Wings



Haggar

Driven by legacy, tailored for tomorrow; where the culture of the game  
meets the character of its future.

# Executive Summary

**As the lines between fashion, identity, and sport blur, hockey has a rare opportunity to redefine how it presents itself off the ice, turning tradition into modern intention.** With both Haggar Clothing Co. and the Detroit Red Wings nearing their centennial anniversaries in 2026, this partnership unites two American institutions built on heritage, legitimacy, grit, and cultural influence. **It positions Haggar as the first-ever exclusive suiting partner for an NHL team, setting a new standard** for how players express pride and professionalism before the game. With the start of a new era where the league has relaxed its formal dress code, this collaboration transforms suiting from a rule into a statement of identity and aspiration.

**At its core, the Red Wings x Haggar partnership is not just about fashion, it's about culture, purpose, and access.** By merging the precision of tailoring with Detroit's authenticity and hockey's spirit, the initiative redefines what brand partnerships can achieve. **It honors legacy while confronting one of the sport's biggest challenges: affordability.** What begins with player suiting evolves into a movement centered on belonging and opportunity.

**The collaboration pursues two key goals: to modernize Haggar's relevance among younger audiences and to extend the Red Wings' influence beyond the rink.** Through custom suiting, capsule collections, community-driven programs, and storytelling, it blends visibility with social impact. Most importantly, it helps remove financial barriers by providing free, rental, and subsidized suits to youth players across Detroit. Over four years, the partnership's roadmap expands from visibility and player alignment to long-term legacy through corporate suiting, youth development, and civic engagement. **In a marketplace defined by authenticity and purpose, this collaboration becomes more than co-branded apparel, it's a cultural and social statement.**

For decades, the suit has symbolized hockey's code of respect. Now, Haggar and the Red Wings reimagine it for a new generation, turning formality into expression and access into empowerment. **What was once a uniform, now becomes personal, inclusive, and deeply connected to community.**

Founded in 1926, the **Detroit Red Wings** are one of the National Hockey League's **most storied and successful franchises**. As an "Original Six" team with 11 Stanley Cup championships, the most of any U.S.-based team, they **represent a legacy of excellence, tradition, and resilience**. While recent seasons have been rebuilding years, the Red Wings are focused on **developing a new generation of talent to honor their history and shape the future of the game**.

Beyond the ice, the Red Wings have become an enduring symbol of Detroit's identity, earning the city the nickname "**Hockeytown**". Their fanbase is among the **most loyal and passionate in professional sports**, known for unique traditions like throwing octopi onto the ice during playoff games. This combination of historical prestige and future growth potential makes the Red Wings a powerful platform for storytelling, cultural relevance, and **meaningful partnerships that honor the past while driving the sport forward**.



2026 marks **100 years** of the **Detroit Red Wings**.

# Detroit Red Wings x Haggar



**Haggar Clothing Co.** is an American menswear brand, founded in 1926 in Dallas, Texas. Since its inception, Haggar has been a **dominant and influential presence in the industry**. Known for its blend of innovation and classic style, Haggar helped popularize "slacks" in the 1940s, introduced the first wrinkle-free "wash-and-wear" pants in the 1950s, and pioneered suit separates in the 1970s. Today, it **remains a leader in the category, holding the title of America's #1 casual pant and #1 dress pant**.

Haggar has also played a **lasting role in American sports culture**. Since 1978, it has produced the iconic "Gold Jacket" for inductees of the Pro Football Hall of Fame, and later supplied similar jackets for the Hockey and Basketball Halls of Fame. Although not widely recognized by the general public, Haggar has quietly played a **pivotal role in honoring and preserving the legacies of the sports industry**. Its role in hockey, though understated, reflects a genuine and established connection to the sport.



2026 marks **100 years** of **Haggar Clothing Co.**



# DETROIT RED WINGS

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## Strengths

- Legacy:** An “Original Six” franchise with nearly 100 years of history and 11 Stanley Cup wins, the most by any U.S.-based NHL team
- Loyalty:** Vocal and loyal multigenerational fanbase; Detroit locals make up what is known as “Hockeytown”
- Visibility:** High visibility in sports culture with connections across the industry and ownership

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## Weaknesses

- On-Ice Success:** Recent lack of success has limited brand presence outside of their core market
- Perception:** Fading perception and Detroit-based identity may not feel culturally relevant to younger audiences
- Limited:** Limited lifestyle brand presence
- Access:** High costs, ticket prices, and streaming services limit growth to different tax brackets

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## Opportunities

- Expand:** Brand presence and identity into lifestyle and fashion; increase youth, diversity, and community engagement access
- Value:** Grow corporate sponsor value and portfolio through relevant and purpose-driven partnerships
- Leverage:** Utilize tradition, heritage, and legacy to rebuild industry appeal

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## Threats

- Competition:** Highly competitive market, both on and off ice via market presence and corporate sponsors
- Economics:** Inflating costs of youth sports fees, access, and market sensitivity, limits engagement and growth within the sport; consumers are sensitive to prices
- Market Share:** Lack of success leads to less market visibility compared to teams who are winning

## Current Strategies

The Detroit Red Wings’ current strategic efforts in corporate partnership, emphasize both retail visibility and community engagement. Key examples include their partnership with Meijer, the team’s official helmet sponsor, as well as their Local Designer Series, which is a recurring initiative that collaborates with Detroit-based designers and apparel brands to celebrate local talent and foster community connections. This series often includes exclusive merchandise and bundled ticket packages, reinforcing community and fan engagement. Within the broader NHL landscape, the league’s uniform and performance apparel are handled by Fanatics, which also collaborates with lululemon for fan merchandise. While many teams may engage in limited collaborations for casual or streetwear apparel, the **opportunity remains open for the Red Wings to lead, by establishing a first-of-its-kind suiting partnership.**





## Strengths

**Identity:** Established brand identity with strong roots in American heritage and menswear  
**Expertise:** Product expertise in functional and innovative suiting; leader in their respective categories: America's #1 casual pant and #1 dress pant  
**Connections:** Strong history and success with established sports partnerships



## Opportunities

**Collaborations:** Leverage history and expertise in athlete and sports collaborations to strengthen brand association with the sports industry  
**Audience:** Utilize new partnerships to reach a younger, more vocal audience  
**Product:** Launch new product lines while reinforcing brand identity in an authentic way

## Weaknesses

**Awareness:** Low brand awareness among younger consumers below the age of 40  
**Reliance:** Dependent on the business of their retail partners to generate revenue, compared to sales from their own brand e-commerce website  
**Limited:** Product offerings and current brand identity remains mostly stagnant



## Threats

**Competition:** Highly competitive retail and apparel market; in the sportswear, modern lifestyle, and workwear categories  
**Economics:** Consumers are sensitive to the fluctuating economy and the volatility of the retail industry  
**Audience:** Skepticism of product quality and indifference from new and current consumers



## Current Strategies

Haggar has a unique position in American sports culture by serving as the official provider of the gold jacket for the Pro Football Hall of Fame; a tradition that has become one of the most iconic symbols of career achievement in sports. Beyond the gold jacket, Haggar also creates a more casual line of Pro Football Hall of Fame apparel, strengthening their connection with the nonprofit. Additionally, Haggar is the official maker of the Hockey Hall of Fame jacket, extending its influence into another pillar of North American professional sports. Through these strategic partnerships, **Haggar has established itself not just as a menswear brand, but as an organization deeply ingrained in celebrating, preserving, and honoring the greatness of sports legends.** These initiatives position Haggar at the intersection of tradition and style, offering authenticity that few other apparel brands can claim.



# What's Already Been Done?

Fashion brands partner with sports teams because they are cultural powerhouses with large, loyal fan bases. Teams offer access to their audience that can span generations, providing fashion brands with a unique opportunity to build new emotional connections.

**These partnerships are also about visibility and relevance.** Sports teams deliver global reach through televised games, social media, and fan engagement events, giving fashion brands broader impact. For retail brands, it's a chance to elevate their image by associating with elite athletes and storied franchises. By partnering with teams, fashion retail brands can have their products worn by athletes in highly visible moments: arriving at games, press conferences, or championship celebrations. **This exposure creates aspirational value** and often leads to increased sales from fans who want to emulate their favorite players' looks.



AC Milan x Off White



U.S. Olympic Team x Ralph Lauren



Cleveland Cavaliers x Thom Browne



Real Madrid x Louis Vuitton

## What's Missing?

There is little to no presence of a large-scale professional hockey team menswear partnership at the individual team level. Most collaborations are short-term efforts with smaller companies or long-term, league-wide deals that apply to all 32 teams. Fanatics serves as the official on-ice uniform outfitter and, in partnership with lululemon, produces casual NHL-branded fan apparel (Fanatics Inc.). Individual teams may occasionally collaborate with local designers or release limited streetwear drops, but these are not long-term partnerships. Additionally, the few official team suiting partners that have happened in sports as a whole, have typically been expensive, luxury brands. No NHL team has ever had an exclusive suiting partnership with **an affordable, attainable brand, making this a significant opportunity for a company looking to disrupt the space and connect with fans in a more accessible way.**

*No NHL team has ever had an exclusive suiting partnership.*

From the Olympic Games of ancient Greece to today's global leagues, **sports have always been more than competition; they shape how people see themselves**, creating cultural symbols, pride, and even shared language. They unify communities, bridging social, economic, and racial divides by giving people a common focus and shared identity.

**Due to this cultural influence, fashion brands see immense value in aligning with sports.** In North America, the sports apparel market grew from \$80.24 billion in 2023 to \$83.24 billion in 2024, proof that fans continue to invest in apparel as a way to express connection with their teams (Fortune Business Insights). The symbolism and emotional pull of **sports let fashion transcend simple consumer transactions and embed itself in cultural life.**

As Business of Fashion sports correspondent Daniel-Yaw Miller notes, "**Fashion brands have looked to sports to market their products to groups of consumers who maybe weren't targeted by these brands previously, and athletes themselves have become major brands and media businesses in their own right**" (Business of Fashion).

## Why Sports? Why Athletes?

**Athletes today carry influence far beyond their performance.** Their voices, behaviors, and personal brands deeply shape how young children view not just training habits and work ethic, but values and style choices. This kind of influence is well documented: one survey found that **three-quarters of kids believe athletes teach them that being a good sport and playing fair matter as much as winning** (KFF). Additionally, athletes serve as powerful accelerators for consumer trends when they endorse or wear a brand. Research shows that **athlete endorsements significantly shift consumer behavior** by lending credibility and relatability to products (Stander). They also have direct influence over trends in this digital age, as 15 of the top 100 most-followed Instagram accounts are athletes (Cruyff Institute).

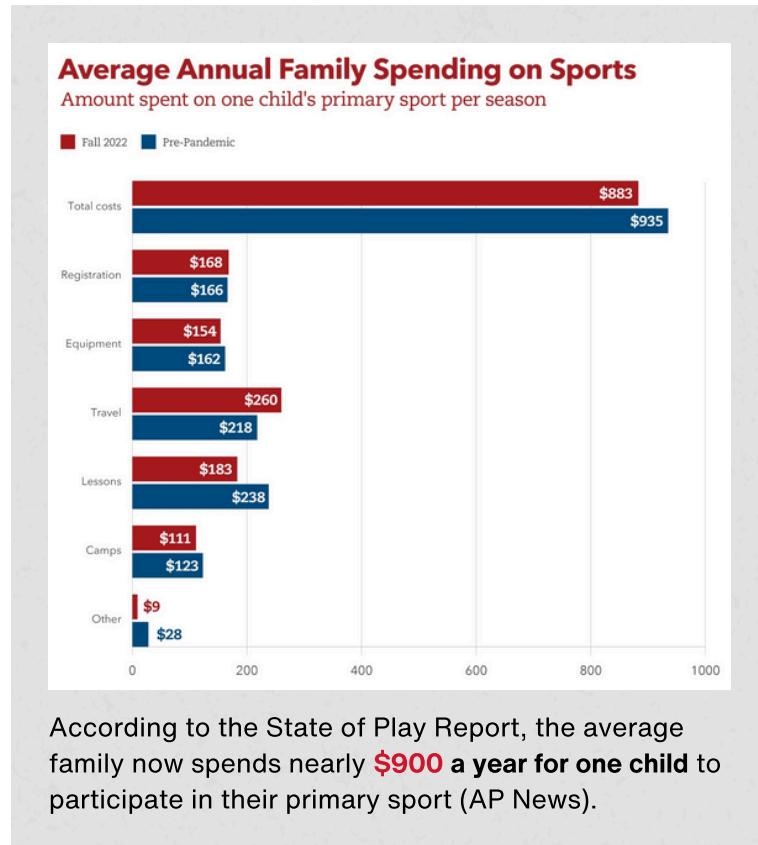
Athletes today aren't just defined by their sport. They're style icons, trendsetters, and role models that kids admire both on and off the field. From what they wear to what they stand for, **today's athletes help shape what's cool, what matters, and what feels possible.**

Athletes aren't just playing the game, they're influencing the future of it.



# Barriers to Entry: The Costs of Playing Sports

Access to organized sports has become increasingly strained by financial barriers many families struggle to overcome. Costs for registration, equipment, travel, and private coaching add up quickly, and the costs of travel alone now account for more annual spending than equipment or lessons (Project Play). These expenses hit lower-income households the hardest, leaving their children far less likely to join club or travel teams, and 49% of parents report struggling to afford the costs of joining youth sports (Gao). As a result, **talented young athletes are often sidelined by purely economic constraints rather than lack of ability**.



## The Price of Ice

Hockey is one of the most expensive sports to play, with costs accumulating across gear, training, registration, and facility access. Equipment alone (sticks, gloves, pads, helmets, and skates) can cost **hundreds and even thousands of dollars** (Thomas). But the costs don't stop there; travel is another major factor. Between hotel stays, gas, flights, and food during tournaments, many families can end up spending more on getting to the game than they do playing it.

While most people think about gear and travel as the big-ticket items, there's one more cost that often goes overlooked: suits. **In hockey, it's tradition for players to show up to games in formal attire**, usually a suit and tie. It's part of the sport's culture, even at the youth level, and while it promotes discipline and professionalism, it adds **another financial layer** for families who are already stretched too thin. For kids trying to break into the sport or stay involved long-term, **the expectation to "look the part" can quietly become a barrier in itself**.

**"There's sort of this haves versus have-nots that exist in youth sports, in terms of who can play and who can't or get quality access." (AP News)**

# Partnership Objectives and Goals

## Purpose

To modernize Haggar's presence in the sports and lifestyle space by aligning with the legacy, professionalism, and cultural influence of the Detroit Red Wings, while supporting the growth and accessibility of hockey in Detroit for the next generation.

### Detroit Red Wings

Position the team as a community leader while investing in youth access to the sport, and support their passionate fanbase and loyal community that make up what is known as "Hockeytown".

#### Advantages

- Reinvent Tradition:** Honoring the tradition of hockey players wearing suits before games, a defining part of the sport's culture
- Unique Partnership:** Become a leader in tailored off-ice apparel with a legacy brand; an exclusive Red Wings-only partnership
- Strengthen Community:** Supporting affordability in hockey and Detroit's underserved communities through suiting programs and youth initiatives
- Increased Sponsor Value:** New category for activation, diversifying their branded offerings and connecting with the lifestyle category
- Team and Player Branding:** Players look professional and well dressed on game days, expanding their personal brand and reinforcing the reputation of the sport

### Haggar

Strengthen awareness of the brand to attract a younger consumer while honoring its legacy in tailored apparel, and reinforce brand authority and connection with sports.

#### Advantages

- Reassert Authority:** Reestablish themselves as a modern authority in tailored menswear while honoring their heritage and continuing their influence in the legacy of American sports
- Cultural Credibility:** Official partner of a storied and historic NHL team with deep community ties and a multi-generational fanbase
- Visibility:** Presence in pregame suiting, social media, and branded merchandise, reaching new and younger sports-oriented audiences
- Product Expansion:** Co-branded collections, both in casual and suiting, blend heritage and expertise with modern relevance
- Social Impact:** Meaningfully contributes to supporting "individuals and organizations that are working to improve their communities and the people in them" (Haggar)

## Strategic Partnership Goals

Increase accessibility, professionalism, and pride in the game.

Address the financial barrier of sports and the social barrier of professionalism.

Celebrate the tradition, heritage, and community of both historic brands.

Drive innovation to reach success and help shape the future of the sport together.

## Current Consumers

The Detroit Red Wings' current fan base is strongly rooted in the 35 to 54 age group, a cohort more likely to **value tradition, invest in season tickets, and engage in intergenerational sports culture** (George Mason University). At the same time, the **18 to 34 demographic is one of the fastest-growing segments of U.S. NHL fans**, presenting a major opportunity for brands to connect with the sport's next generation (YouGov). This potential is demonstrated by Red Wings fans who show up consistently, with **support that spans generations and shapes how they engage with culture and community**.

In the 2024–25 season, the Red Wings drew an average home attendance of 19,345, ranking among the highest in the NHL (Statista). The Red Wings have also expanded far beyond the city and their Detroit roots, earning a **national and global fan base that secures their place in hockey culture**. Their strong visual identity and generational fan pride create **lasting cultural influence and can generate meaningful impact on consumer behavior**.



Hockeytown

# DETROIT RED WINGS

## Target Consumers

Detroit is a city built on grit, pride, and generational loyalty, but maintaining the Red Wings' cultural relevance in the years ahead means reaching a younger and broader fan base in a more intentional way. This partnership opens that door by merging sports fandom with style in a way that resonates with a new generation. **Through this collaboration, the Red Wings can offer something refined and elevated to a customer base that values credibility, legacy, and local pride.**

At the same time, cost and access remain major barriers to youth sports. By incorporating youth suiting programs and community-driven activations into this partnership, the Red Wings can extend their reach to underserved neighborhoods and make a deeper impact. **For young fans and players, wearing a suit like their favorite athletes, can be a powerful experience that communicates pride, ambition, and a sense of belonging.** This collaboration goes beyond selling clothing by opening access to the traditions of hockey and the personal growth the sport inspires. It sends a message: **the game belongs to everyone**, and style, pride, and opportunity should be within reach, no matter where you come from.



J.M. Haggar

## Current Consumers

Haggar is **deeply rooted in the traditional menswear market**, known especially for its dress pants, suits, and business-casual apparel. Its products are distributed and sold across a wide network of retail partners as well as through its direct-to-consumer channels, reinforcing its reach and relevance. Haggar's **core market is made up of men typically between the ages of 42 and 70**, and include mid-income professionals who rely on Haggar to deliver polished and innovative, work-appropriate attire.

Many of these customers are established within their career, and prioritize value, comfort, and consistent fit, which are hallmarks of the Haggar experience. With **price points that appeal to affordability-minded buyers**, Haggar is especially strong among men with mid-market incomes. Another distinct customer segment includes legacy buyers, often ages 60+, who have worn Haggar for decades and continue to trust its durability, ease of care, and fit for daily use. These consumers value **classic, professional fashion that reflects practicality and functionality, more than trend**.

# HAGGAR

## Target Consumers

Haggar's target customer for this collaboration includes a range of lifestyle-driven consumers who sit at the intersection of sports loyalty, personal style, and regional pride. First are sports fans and athletes, who may not typically buy Haggar but could be drawn in by the emotional pull of affordable suiting tied to their team. This target audience includes fans, players, coaches, and sports professionals looking for suits or branded **formalwear that matches their respect and pride in the game**. Another important segment to capture is younger professionals and early-career men, typically between the ages of 25 and 45. These individuals are building their wardrobes and looking for everyday versatile pieces that express identity, culture, and ambition.

Regionally, consumers in Detroit and the broader Midwest present another core target. Local buyers who hold emotional ties to the Red Wings are likely to respond positively to apparel that feels authentically rooted in place. Professionals in Detroit may also see this as a chance to wear their pride, literally, to the office or to events. **This opens the door to corporate clients, sponsors, and business partners who could outfit employs or executives in co-branded suiting that blends tradition with professionalism.**



# Detroit Red Wings x Haggar

## Partnership Pillars

### Create Product Opportunities for Haggar



### Official Off-Ice Suiting Partner



### Support Youth Hockey in Detroit



## Strategic Partnership Roadmap

### Year 1: Foundation & Launch

Establish the partnership with official designation, custom player suiting, and a limited-edition heritage collection to drive visibility and excitement.

### Year 2: Depth & Integration

Deepen engagement through youth-focused suiting initiatives, apparel expansion, and storytelling content that ties community impact to brand legacy.

### Year 3: Growth & Recognition

Scale the partnership through corporate suiting offers, playoff and draft campaigns, and position the collaboration on national and B2B stages.

### Year 4: Legacy & Impact

Cement the partnership's long-term value through youth-focused philanthropy, legacy content, and licensing that embeds Haggar in hockey tradition.

# Development and Evolution

Foundation & Launch	Depth & Integration	Growth & Recognition	Legacy & Impact
<p><b>Year 1</b></p> <p><b>Milestones</b></p> <ul style="list-style-type: none"> <li>Launch of the “Official Off-Ice Suiting Partner” designation</li> <li>Limited-edition Haggar x Red Wings capsule drop</li> </ul> <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li><i>Player Suiting Rollout:</i> Outfit entire Red Wings roster and coaching staff with custom Haggar suits for game-day arrivals.</li> <li><i>Heritage Capsule:</i> Vintage-inspired apparel collection celebrating Detroit Hockey history.</li> <li><i>Press &amp; Social Launch:</i> Player features, behind-the-scenes fittings, and styling spotlights across Red Wings and Haggar platforms.</li> </ul> <p><b>Distribution Channels</b></p> <ul style="list-style-type: none"> <li>Haggar e-commerce site</li> <li>In-arena pop-up shop at Little Caesars Arena</li> <li>Haggar and Detroit Red Wings social accounts</li> </ul>	<p><b>Year 2</b></p> <p><b>Milestones</b></p> <ul style="list-style-type: none"> <li>Broaden product lines across categories</li> <li>Launch youth suiting initiative and community outreach</li> </ul> <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li><i>Fanwear Integration:</i> Team-inspired formalwear (e.g. team color linings or subtle patches) for fans.</li> <li><i>Youth Suiting Support Program:</i> Free, rental, or subsidized suits for youth hockey players to wear at tryouts, banquets, and tournaments.</li> <li><i>Storytelling Campaign:</i> Spotlight Detroit players, youth recipients, and alumni in content that links tradition with future.</li> </ul> <p><b>Distribution Channels</b></p> <ul style="list-style-type: none"> <li>Haggar e-commerce and Red Wings website</li> <li>In-person distribution at Red Wings and community youth events</li> </ul>	<p><b>Year 3</b></p> <p><b>Milestones</b></p> <ul style="list-style-type: none"> <li>Launch corporate/team suiting offering using Red Wings proof of concept</li> <li>Showcase products in official NHL retail stores</li> </ul> <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li><i>Corporate Sales Initiative:</i> Offer custom suiting solutions for companies with Detroit ties or Red Wings affiliations.</li> <li><i>Playoff Campaigns:</i> “Suit Up for the Playoffs” with limited collections for media day looks and pre-game entrances.</li> <li><i>Custom Suits for Draftees:</i> Provide custom Haggar suits to all Red Wings draft picks, which feature embroidered details</li> </ul> <p><b>Distribution Channels</b></p> <ul style="list-style-type: none"> <li>B2B marketing for corporate suiting sales</li> <li>Community events and fundraisers in Detroit neighborhoods</li> </ul>	<p><b>Year 4</b></p> <p><b>Milestones</b></p> <ul style="list-style-type: none"> <li>Evaluate and elevate partnership with scope</li> <li>Launch a Detroit Hockey Rink Collaborative endowment</li> </ul> <p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li><i>“100 Suits Toward Tomorrow” Campaign:</i> Give 100 suits and hockey program scholarships to underprivileged youth in Detroit.</li> <li><i>Legacy Documentary Series:</i> Content and events tracing the culture of suits in hockey and the history of the team.</li> <li><i>Haggar in Hockeytown:</i> Cement Haggar as an “Official Lifestyle Partner of Hockeytown”</li> </ul> <p><b>Distribution Channels</b></p> <ul style="list-style-type: none"> <li>Community activations in collaboration with Detroit Hockey Rink Collaborative</li> <li>Creating content across NHL and social platforms</li> </ul>



# Financials



## Detroit Red Wings

Description	1 Year	4 Years
Community Event Hosting and Logistics	\$30,000	\$120,000
Media Integration and Social Support	\$50,000	\$200,000
Creative Support (Content, Photo, Video)	\$40,000	\$160,000
Partnership Management and Oversight	\$25,000	\$100,000
<b>Totals</b>	<b>\$145,000</b>	<b>\$580,000</b>

## Haggar

Description	1 Year	4 Years
Custom Suits for Players and Coaching Staff	\$75,000	\$300,000
Youth Suiting Program (Donations/Subsidies)	\$50,000	\$200,000
Marketing and Media Spend	\$100,000	\$400,000
New Merchandise Design and Development	\$60,000	\$240,000
Event Activations (Draft, Community, etc.)	\$40,000	\$160,000
E-commerce Page Development	\$25,000	\$100,000
Licensing Fees (team logos)	\$30,000	\$120,000
<b>Totals</b>	<b>\$380,000</b>	<b>\$1,520,000</b>

# Key Performance Indicators

	Definition	Application	Goal
<b>Site Traffic</b>	The total number of visitors to a website over a given time period. This includes both new and returning users.	Measure traffic to Haggar's DTC site and Red Wings team shop during campaign periods, product drops, or community initiatives linked to the partnership.	Sustain strong, consistent growth in qualified visitors, especially younger demographics and first-time visitors discovering Haggar through the Red Wings.
<b>Conversions</b>	The percentage of site visitors who complete a desired action (e.g. purchase, sign-up, click-through).	Track how effectively web traffic converts into suit or merchandise sales, newsletter sign-ups, or participation in suiting programs.	Improve conversion rates annually, demonstrating growing engagement and purchase intent from Red Wings fans across age and income brackets.
<b>Return on Investment</b>	Measures the profitability of the partnership by comparing revenue generated against total partnership costs.	Evaluate the financial return of product sales, media exposure, and brand value generated by the collaboration.	Achieve positive ROI by Year 2, with increasing profit margins driven by new product lines, B2B suiting, and event activations.
<b>Search (SEO and Keyword)</b>	Tracks how often users search for relevant keywords and how well the brand ranks in search results.	Track searches for phrases like "Red Wings suits," "Haggar NHL collab," or "Haggar hockey apparel" to assess growing brand relevance.	Increase organic search volume and rank in top search results for partnership-related terms by the end of Year 2, sustaining through Year 4.





## Brand Alignment

Haggar's classic, value-driven image may not appeal to younger, sports-focused fans. A mismatch in aesthetics could limit appeal, but Red Wings heritage storytelling can help modernize the brand while staying authentic.



## Audience Engagement

Younger fans may not see suits as relevant or aspirational. Without strong storytelling or player endorsement, the concept may fall flat. Using players as style icons and social media-friendly content can close the gap.



## Accessibility and Pricing

High prices may alienate Detroit fans and Haggar's value-focused buyers. This could contradict the partnership's inclusive message. A tiered product mix and community-focused programs keep the offering accessible and credible.

# Risk Assessment



## Cultural Sensitivity and Trust

Detroit's community expects brands to be authentic and aware of local realities. A tone-deaf rollout risks criticism or distrust. Involving local voices and tying in community support ensures trust and cultural alignment.



## Player Participation

If players don't connect with the style or message, authenticity suffers. Lack of buy-in could stall visibility. Engaging players early in design and messaging ensures their support and helps build credibility with fans.



## Economic Sensitivity

Economic challenges may lower demand for apparel, even among fans. If perceived as nonessential, sales may drop. Focusing on timeless style, long-term value, and offering flexible price options keeps the concept grounded.

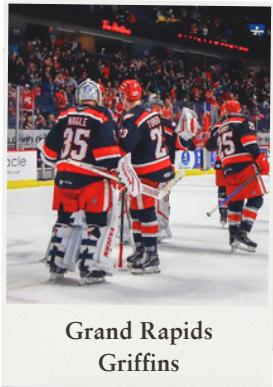
# Future Growth Opportunities

If the collaboration proves successful throughout the first four years, it will create opportunities for continued growth through deeper brand integration, expanded reach, and long-term cultural impact.

## NHL League Expansion

Pilot a second partnership with a legacy franchise such as the Chicago Blackhawks to replicate and refine the Haggar model beyond Detroit. This expansion would extend the program's cultural and philanthropic impact, building a multi-team platform that celebrates hockey tradition while driving access and inclusion across markets.

## Expansion Into Minor League Affiliates



Grand Rapids Griffins

Extend the partnership into the Red Wings' minor league affiliates, the Grand Rapids Griffins (AHL) and Toledo Walleye (ECHL), to deepen community reach and visibility across all levels of the organization. This expansion reinforces Haggar's presence in key regional markets while supporting player development pipelines and local youth initiatives tied to each team.



Toledo Walleye

## Philanthropy-Driven Growth

Institutionalize "100 Suits Toward Tomorrow" as a year-round youth hockey scholarship endowment that unites mentorship, access, and attire to broaden the sport's reach beyond traditional demographics. Through annual suiting drives and rink revitalization grants, Haggar becomes a sustained force in lowering the economic barriers that limit participation in the game.

## Exit

If the results of the partnership are not sustainable for long term growth, exit strategies will need to be assessed.

## Shift Toward Broader Hockey Culture

Reinvest learnings and brand equity into partnerships with youth hockey programs and nonprofit organizations, maintaining sports as a brand pillar even without the Red Wings license.

## Shift Focus to the Next Generation

Extend the suiting mission to career readiness and mentorship programs for Detroit students and young professionals, building on the same values of confidence, discipline, and pride that defined the original partnership.

# Conclusion

The Haggar x Detroit Red Wings partnership stands as a defining example of how heritage brands can evolve without losing authenticity. **What began as a first-of-its-kind suiting collaboration grew into a blueprint for how sports and fashion can serve a higher purpose, uniting identity, accessibility, and social responsibility.** Across four years, the partnership advanced from visibility to legacy, transforming an apparel alignment into a long-term community asset rooted in Detroit's culture.

Through custom suiting, storytelling, and philanthropic expansion, the collaboration reintroduced formality as a language of pride and belonging. **Players became ambassadors not just of the Red Wings, but of a broader idea, that professionalism, confidence, and opportunity should be attainable at every level of the game.** The “100 Suits Toward Tomorrow” initiative and its evolution into a year-round youth scholarship endowment can extend the impact far beyond the ice rink, **creating tangible pathways for aspiring athletes who might otherwise be priced out of resources within the sport.**

For Haggar, this partnership redefined what relevance looks like in a modern sports landscape. It reaffirmed the brand's authority in tailored apparel while connecting it with a younger, purpose-driven audience. For the Red Wings, it reinforced their role as cultural stewards of “Hockeytown,” proving that legacy teams can lead change when they prioritize access and inclusion alongside performance.

**In the end, this collaboration did more than merge two centennial institutions, it restored meaning to the suit as a symbol of aspiration and community pride.** It showed that tradition, when modernized with empathy and intention, can bridge generations and reshape the future of a sport. The partnership's greatest achievement is not just in what it created, but in what it inspired: **a new model for how brands can suit up for impact.**

*In pursuit of greatness.*



# WHY DETROIT?

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Volume IV.

Appendix

Detroit, MI

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## *Hockeytown Has Spoken: It's Detroit vs Everybody*

**Detroit is more than a city, it's a cornerstone of American sports, music, industry, and resilience.** From its Motor City roots to its "Hockeytown" nickname, Detroit carries a legacy of strength and pride unlike anywhere else. It's a place where sports are ingrained in daily life, and the Red Wings have become a living emblem of the community's spirit. However, Detroit also has its economic challenges, as the median household income in the city is far below the national average. Over 30% of residents live in poverty, and the cost of living, although lower than other metro areas, does not negate the **struggles many families face when it comes to accessing opportunity** (Data USA).



**In this landscape, youth sports are often out of reach. Not because of lack of talent or passion, but because of the price tag.** Hockey, in particular, is one of the most expensive sports to play, and in a city where many families are just trying to stay afloat, this creates a divide between potential and access. **This is exactly why Detroit is the right place to start something new. Something that doesn't just celebrate the legacy of the game, but actively supports the next generation of it.** Partnerships that begin here can do more than put logos on jerseys or clothes on players; they can lower barriers, offer visibility to underserved communities, and signal to every kid watching from the stands or on TV that they belong. **Detroit is where tradition and transformation live side by side. It's a city where honoring the past means investing in the future, and where sports can be a bridge, not a barrier.**

## *Suiting Up, Off-Ice*

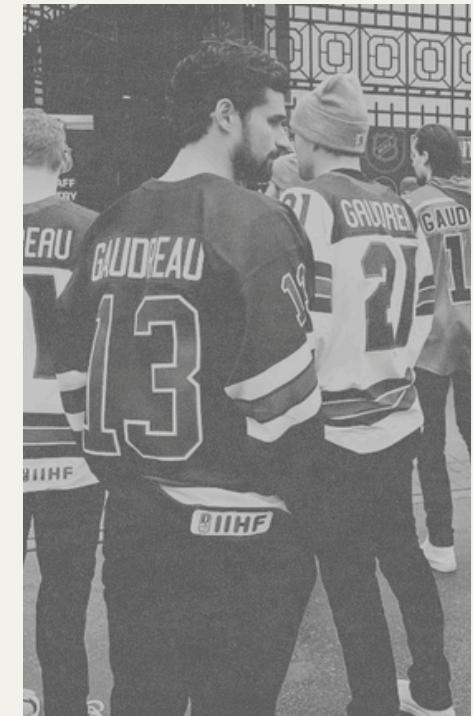
Hockey players have worn suits before games as part of a long-standing tradition that reflects discipline, professionalism, and respect for the sport. Showing up in a suit isn't just about looking good, it's about honoring the game. It sets a tone that the sport matters, and that being part of hockey means carrying yourself with a certain level of dignity, while showing respect for the culture of the game.

Players are ambassadors for their organizations and cities, and wearing suits helps present a polished, serious persona to the public, media, and fans. It's part of what makes hockey feel different and preserves the sport's identity. "These kids are seeing their idols dressed up and looking really fashionable," said Tyler Longo in an interview with *The Athletic*. "**And the young players not only want to look like their idols on the ice, a lot of them want to look like them off the ice, as well**" (*The New York Times*). Suits, in this way, continue to be both a nod to heritage and a form of aspiration for the next generation.

## *Loosening the Tie: The Suit Still Matters*

**In a recent shift from a long-standing tradition, the NHL has relaxed its pregame dress code, no longer requiring players to wear suits and ties.** The change, part of a revised collective bargaining agreement with the NHL Players' Association, prohibits teams from setting dress code requirements (AP News). Players are now expected to arrive "in a manner consistent with contemporary fashion norms," a phrase that leaves room for hoodies, sneakers, and casual wear to enter this gameday facet (Sportsnet). Some players have embraced the change to express their personal style, while others continue to opt for classic suiting out of habit, professionalism, or preference.

The NHL's move to relax its longstanding pregame dress code has opened up a new era of player expression, allowing athletes to wear outfits that don't adhere to rigid guidelines. It's a change that aligns with how the league is evolving, faster and younger, which is a welcome shift for many players. But even as the rule change is being embraced, it's worth noting what's being left behind. For decades, the pregame suit wasn't just a dress code, it was a symbol. Fans came to associate it with professionalism and discipline, and it set hockey apart from other major sports leagues. **For many younger fans and aspiring players, it even served as a symbol of what it meant to make it: if you were wearing the suit, you were part of something bigger.** So while the new rule reflects the sport's modern momentum, it also marks the end of a chapter that carried meaning for generations. The shift away from suits doesn't erase the tradition they represent, but it does mark a meaningful change in tone; one that redefines how professionalism and pride are expressed within the sport.



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