



FRUIT OF THE LOOM®

Fruit of the Loom was born in 1851 when brothers Benjamin and Robert Knight bought their first mill and started producing cotton cloth and textiles in Warwick, Rhode Island. In 1871, Fruit of the Loom® was registered as an official trademark, making it one of the world's oldest brands – predating the invention of light bulbs, cars and telephones!

Today, more than 160 years later, Fruit of the Loom is known by consumers in all corners of the globe and is synonymous with great quality and essential style. Staying true to our roots and close to our heritage, our collections are authentic, timeless and unmistakably Fruit of the Loom.

"THE FIRST APPAREL BRAND"



OUR VISION

TO BE THE MOST LOVED, TRUSTED BRAND OF EVERYDAY ESSENTIALS ACROSS THE WORLD.

OUR PRODUCTS

High Quality.

Our products are consistently perceived as high quality. Because they are. We achieve this by looking at all facets of quality—from the technical make of the material and the finishing touches, to the comfort in terms of fit and feel, and everything in between.

Iconic Design.

We create well-designed, stylish pieces that always look good and feel comfortable. No restrictions, no limits. They are pieces that can be used every day, and that make you feel like anything and everything is achievable.

Great Value.

Iconic design and great quality are accompanied by outstanding value. It's a win-win.

WHAT'S AVAILABLE.

Amongst the categories available for licensing the Fruit of the Loom brand are:

-  Apparel
-  Footwear
-  Accessories
-  Home Textiles

OUR REACH

+ 90% Near-Universal Brand Awareness in the U.S.

Build your business through licensing

- Get higher prices for your products
- Sell more units
- Broaden your customer reach
- Enhance your credibility
- Gain access to new distribution channels
- Get immediate brand recognition
- Speed company growth

Available in the following territories:

Central America and South America
Nicaragua, Venezuela, Argentina, Uruguay, Bolivia, Suriname, Brazil, Peru, Chile, Paraguay, Colombia, Guyana, and Ecuador

The Caribbean
Anguilla, Barbuda, Barbados, Cayman Islands, Cuba, Dominica, Grenada, Guadeloupe, Haiti, Martinique, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Turks & Caicos

Reach out to:



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