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Perry Ellis and Original Penguin Announce Partnership Expansion with University of Miami Athletics

MIAMI, Fla. – Perry Ellis, the globally renowned fashion brand, and Original Penguin, a renowned lifestyle brand recognized for its timeless style, are excited to announce the expansion of their partnership with University of Miami Athletics. This continued collaboration highlights the brands' steadfast commitment to promoting athletic excellence while cultivating community partnerships in their hometown. Through this partnership, Perry Ellis, Original Penguin and the Miami Hurricanes set the stage to achieve significant milestones in collegiate sports through new fan-focused initiatives at various events throughout the year.

"We're incredibly excited to continue our support of the University of Miami Athletics through new collaborations that will bring us closer to the greater campus community," said Oscar Feldenkreis, CEO of Perry Ellis International. "As a longtime Hurricane partner, I'm pleased to align our brands with the resilience and determination of the University of Miami's student-athletes."

As part of the collaboration, the brands will serve as Official Partners of University of Miami Athletics and will expand their presence at Miami Hurricane athletic events including football, basketball and baseball games, tennis matches and more.

The partnership will feature a range of unique initiatives including an immersive ambassador program featuring student-athlete brand ambassadors from a variety of Hurricane athletic teams. The enhanced collaboration will also include a Community Suits program, an initiative that looks to outfit students with professional attire to ensure they are dressed for success off the field and off campus.

In conjunction with University of Miami Athletics, Perry Ellis and Original Penguin will develop robust fan engagement programs including pre-game and in-game activations such as fashion makeovers for fans, tailgate experiences before games and a stimulating Fan Zone experience for fans of all ages.

During the football season, Perry Ellis and Original Penguin will add a new twist to the pre-game tailgate with the introduction of a pickleball court outside of Hard Rock Stadium. The innovative activation will provide fans with a unique and exciting opportunity to play pickleball while experiencing Perry Ellis and Original Penguin's rich sports heritage and ties to the South Florida community.

"We're thrilled to be continuing this relationship with the Perry Ellis family," said Chris Maragno, Senior Vice President of Global Partnership for Miami Hurricanes. "With the help of Perry Ellis and Original Penguin we're looking forward to the continued development of our program for our student-athletes and the elevation of fan experiences that will continue to make the Miami Hurricanes' fan experience unforgettable. We look forward to an exciting 2024-2025 athletic season."