



## William Rast Launches Fall 2018 Men's and Women's Collection

August 23, 2018

**Unveils New Ad Campaign featuring Country Music Star Brett Young and Supermodel Stella Maxwell**

 [William Rast Fall 2018 Ad Campaign](#)

William Rast Fall 2018 Ad Campaign features Brett Young and Stella Maxwell

NEW YORK, Aug. 23, 2018 (GLOBE NEWSWIRE) -- William Rast announced today the launch of its Fall 2018 men's and women's collection at several national retailers including Macy's, Dillard's, Belk, Lord & Taylor and Amazon. The brand also unveiled a print campaign featuring multi-platinum selling country music star Brett Young, who will serve as the new Brand Ambassador alongside supermodel Stella Maxwell, whose face has graced the covers of magazines ranging from Vogue to Harper's Bazaar. Shot by acclaimed fashion photographer Boo George and styled by Deborah Watson, the campaign embraces the collection's Americana styled clothing.

Chosen as the fresh faces of the new American denim culture, Young and Maxwell, bridge the worlds of high fashion and music for this campaign. Imagery shows Young fittingly embodies the modern interpretation of Americana biker culture and casual fit and form of the men's line, while Maxwell perfectly walks the thin line between accessible tomboy and sensual woman that mirrors the inspiration for the womenswear collection.

"William Rast is at the intersection of music and fashion. We knew that Brett Young and Stella Maxwell could capture that intersection beautifully and deliver incredible creative," said Karen Castellano, Fashion Division President at Sequential Brands Group.

The national advertising campaign featuring Young and Maxwell will launch in select traditional and digital media outlets and in select retail stores across the country.

Grounded in the iconography of biker culture, William Rast's designs combine the origins of American denim with modern and sophisticated fits, premium fabrics, washes and techniques. The Fall 2018 campaign captures this essence in a relaxed, effortless, timeless way while clearly showcasing the new silhouettes, essential for the upcoming Fall season.

For the latest on William Rast, visit [www.williamrast.com](http://www.williamrast.com) or follow @WilliamRastOfficial on Instagram.

### **About Brett Young**

Delivering four consecutive PLATINUM-selling No. One hits from his self-titled PLATINUM-certified album on BMLG Records, ACM *New Male Vocalist of the Year* Brett Young has become one of Country music's new class of hitmakers. The success of his songs has been amplified by an extraordinary response to Young's music videos with "In Case You Didn't Know" surpassing 197 million views and "Mercy" spending six consecutive weeks atop Vevo's Top Country chart. Named as the only Country act on Billboard's Top 10 New Artists, Young continues to impress the genre and beyond with nominations from the ACM, Billboard, Teen Choice, CMT and CMA Awards. Along with the industry successes, his relationship with fans found Young selling out every single stop on his debut headlining CALIVILLE TOUR and earning new followers on the road with Thomas Rhett's LIFE CHANGES TOUR 2018. Young recently announced his headlining CMT ON TOUR: HERE TONIGHT, launching November 16. For additional information, visit [brettyoungmusic.com](http://brettyoungmusic.com).

### **About William Rast**

The William Rast brand was born in 2005 in Los Angeles, California, co-founded by Justin Timberlake and his life-long friend and business partner, Trace Ayala. William Rast is valued for delivering quality, fashion forward design and premium fit, and has become a staple for denim fans worldwide. Grounded in the iconography of American denim heritage and biker culture, yet re-packaged and presented in a contemporary context, William Rast channels the renewed confidence and vision of people all over the world today. William Rast combines the authentic qualities of American heritage with modern and sophisticated fits, fabrics, washes and techniques. For more information, please visit [www.williamrast.com](http://www.williamrast.com).

### **ABOUT SEQUENTIAL BRANDS GROUP, INC.**

Sequential Brands Group, Inc. (Nasdaq: SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the home, active, and fashion categories, which includes the William Rast® brand. Sequential seeks to ensure that its brands continue to thrive and grow by employing

strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: [www.sequentialbrandsgroup.com](http://www.sequentialbrandsgroup.com). To inquire about licensing opportunities, please email: [newbusiness@sbg-ny.com](mailto:newbusiness@sbg-ny.com).

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/054d96f5-f1d6-437b-990a-f93a2bf7601a>

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 [Primary Logo](#)

Source: Sequential Brands Group, Inc.