

ENGELBERT STRAUSS PARTNERS WITH HOLLYWOOD'S STUNTMEN'S ASSOCIATION



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LOS ANGELES – Engelbert Strauss, Incorporated has joined forces with the Stuntmen's Association of Motion Pictures for a collection of co-branded workwear and apparel. The collaboration demonstrates Engelbert Strauss' aptitude for helping other brands maximize their visual impact through state-of-the-art product customization and design.

Articles in the collaboration include hoodies, tees, and polos, as well as signature workwear attire like cargo work shorts, work pants, and work jackets, all with custom, co-branded tonal logos.

The two organizations have a shared history that dates back almost a decade, when Engelbert Strauss first worked with LA stuntmen during commercial shoots for Engelbert Strauss' European business. The Stuntmen's Association liked Engelbert Strauss' clothing and gear so much that, in 2018, Engelbert Strauss' German operation made a custom line of highly technical apparel for the association. Whatever product the Stuntmen's Association needed, Engelbert Strauss adapted to create it.

"I've always had a soft spot for the stuntmen," says Engelbert Strauss President and Chief of Brand Henning Strauss. "They represent the kind of selfless, quiet dedication that our customers around the world can relate to. The Stuntmen's Association is a perfect fit for us."

The latest collaboration marks a new chapter. Engelbert Strauss launched its US business in late 2023 and immediately set out to create this collection.

"We have always loved the fit, flexibility, and toughness of Engelbert Strauss gear," says Stuntmen's Association President Jeff Wolfe. "And the fact that they have such a high-level understanding of product design and personalized branding is a huge bonus. When it comes to film and television, stuntmen and women are called in and are expected to perform in extreme environments. Engelbert Strauss workwear consistently delivers in those situations."

The collaboration's apparel is available now for purchase online and at the Engelbert Strauss store in Venice, California.

ABOUT ENGELBERT STRAUSS

Engelbert Strauss is a third-generation family business and one of Europe's leading workwear manufacturers. The brand is known for its iconic ostrich logo (Strauss means ostrich in German). In 2023, brothers and co-owners Henning and Steffen Strauss launched their American business, Engelbert Strauss INC, and opened their first American retail store in Los Angeles.

ABOUT THE STUNTMEN'S ASSOCIATION OF MOTION PICTURES

Founded in 1961 by forward-thinking stunt coordinators and stuntmen, the Stuntmen's Association of Motion Pictures has

single-handedly changed the course of the film industry by professionalizing the realm of stunts. The invitation-only organization is comprised of highly-trained, skilled professional filmmakers who, with their knowledge and creativity, can overcome all challenges and enhance any action sequence they encounter.