

Black-Owned Business The Rucker Brand Releases New Apparel Collection for Black History Month

The Westsiders collection will be available February 3, 2022 at select Foot Locker locations and online at [footlocker.com](https://www.footlocker.com)



New York City, New York Jan 26, 2022 ([Issuewire.com](https://www.Issuewire.com)) - The Rucker Brand is proud to announce that their new Westsiders apparel collection will be available at select Foot Locker locations and online at [footlocker.com](https://www.footlocker.com) on February 3, 2022. The collection will also be featured in the 125th Street (Harlem) Foot Locker Black History Month in-store installation. The Westsiders collection features six pieces

available exclusively through Foot Locker: a black hoodie, a zip-up hoodie with matching joggers, a black t-shirt, a white t-shirt, and a basketball jersey. As well, slides and socks will be available online only at therucker.com in partnership with ISlide.

Coached by sports columnist/analyst Peter Vecsey and Butch Purcell, the Westsiders team played in the annual Rucker Pro-Am Tournament and featured Basketball Hall of Fame Inductee Julius “Dr. J” Erving (five seasons), and Charlie Scott, the first Black scholarship athlete to attend the University of North Carolina. “The collection pays homage to and encapsulates the heritage of one of the most iconic teams that played at Rucker Park, the Westsiders, making it an easy choice as the focus for a Black History Month release. The new Westsiders logo is very true to what it was back then, but with a 2022 vibe. The colors are very nostalgic to that era”, said Senior Designer Rez Ahmed.

Recently relaunched as a 100% Black-Owned business, the basketball lifestyle legacy brand founded in 1998 once generated sales of \$9 Million annually. Rucker apparel has been worn by celebrities including 50 Cent, Nick Cannon, Dave Chappelle, Allen Iverson, and countless others. Now, as The Rucker basketball tournament, started by and named after Holcombe Rucker, gets ready to celebrate its 75th anniversary, The Rucker Brand is finding new ways to honor the legacy - including upcoming releases of a new 75th-anniversary logo and a sports drink called Draft Pick - while reintroducing the world to their streetwear clothing line.

“To me, being Black-Owned means making a significant contribution to the culture”, said Co-Owner and Co-CEO Chris Rucker, grandson of Holcombe Rucker. “The Rucker name is known all over the world. We are extremely proud to be a part of Black History, basketball history, and history in general”, said Co-Owner & Co-CEO Dexter Gordon.

Shop The Rucker Brand Westsiders collection starting February 3, 2022, at select Foot Locker locations in New York City or online at footlocker.com and therucker.com.

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