

CREATIVE

Men's Wearhouse Taps Michael Strahan to Outfit Post-Pandemic Professionals

The men's clothing retailer hopes the celebrity workleisure line will lure shoppers

BY [RICHARD COLLINGS](#) | APRIL 20, 2021



Michael Strahan and Men's Wearhouse have teamed up to offer "workleisure" apparel.

Men's Wearhouse x Michael Strahan

Men's Wearhouse, which is in turnaround mode since emerging from bankruptcy in December, is adding a so-called "workleisure" line, MSX by Michael Strahan, to target professionals who work from both home and the office after the pandemic.

According to the retailer, MSX "is designed for those with a busy lifestyle as the pieces in this collection easily transition from work to workout and beyond." The line consists of ten styles—including hoodies, joggers, T-shirts, shorts and polos in colors such as gray, black, teal, blue and camouflage.

The power of celebrity

The deal demonstrates that celebrity is one of the best forms of marketing available to brands right now, said Cathy Leonhardt, co-head of financial advisory firm PJ Solomon's global retail practice.

Recognized for their authenticity, brands that have either leaned on or were founded by celebrities have seen a lot of success in recent years, she said, citing the likes of [Kylie Jenner](#), [Kanye West](#) and [Ryan Reynolds](#).

Strahan's positioning as a television host and sports star is ideal for a retailer like Men's Wearhouse and the kind of customer it hopes to attract, Leonhardt added.

Uncertain demand

Indeed, it's a positive development for both brands, though there is still a great deal of uncertainty about how consumers will behave post-pandemic, said Mary Ann Domuracki, a managing director at investment bank MMG Advisors, who specializes in retail.

Some of this uncertainty includes what the new work environment will look like and the desire among consumers to freshen up their wardrobes.

However, consumers are likely have more money to spend thanks to stimulus checks, Domuracki said, given that retail sales were up in March by 9.8% versus February and up 27.7% year over year, according to the U.S. Census Bureau.

Shifting tastes

The latest Strahan collection follows the introduction of a more formal clothing line, the Collection by Michael Strahan, at Men's Wearhouse last fall. The line first launched in 2015 as a part of an exclusive partnership with department store JCPenney. MSX by Michael Strahan was introduced at JCPenney a year later.

"There has been a shift over the past year with the way people are approaching fashion for everyday life as work and leisure collide," said Constance Schwartz-Morini, partner and cofounder of talent management, music, branding and production company SMAC Entertainment, in a statement. "With MSX by Michael Strahan at Men's Wearhouse and [Canadian retailer] Moores, we've created performance, 'do-it-all' styles that are comfortable, flexible and perfect for any occasion."

Men's Wearhouse plans to unveil more products in both collections later this year.

As part of Men's Wearhouse's gradual retooling, the company also recently began [testing a new store design](#), and foresees pent-up demand boosting sales later this year, as people reschedule weddings and other special events delayed by the pandemic.