

Blanco Clothing Teams with 'Duck Dynasty' Star on New Golf Apparel Line

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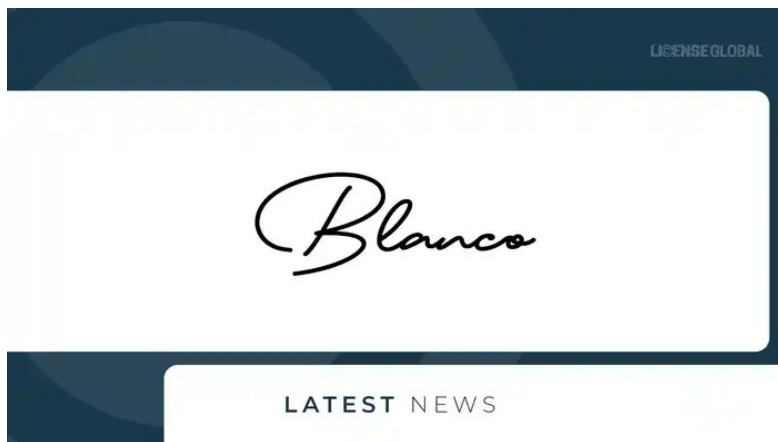


Willie Robertson from "Duck Dynasty" Blanco Clothing

The agency Gersh has announced that Blanco Clothing, a Los Angeles-based men's lifestyle apparel brand, has signed with Gersh's brand consulting practice. The American-made menswear company, which counts actors Ryan Phillippe, Deacon Phillippe, Galen Gering and former NFL player Danny Amendola among its backers, will receive brand development services, including strategy, creative direction and market positioning.

The partnership has already yielded results with Blanco securing an equity and collaboration deal with Willie Robertson, star of the upcoming "[Duck Dynasty: The Revival](#)" set to air on A&E this summer. The collaboration will feature a golf apparel line that combines sleek design elements with Robertson's signature camouflage aesthetic.

Blanco Clothing has made significant inroads in the menswear market since its launch, generating six-figure sales within its first two months without paid advertising. The brand, which manufactures all products in the U.S., has experienced sellout styles and created limited collections for exclusive venues, including Wilshire and Adios Country Clubs.



Blanco

"We're thrilled to partner with Gersh and leverage its global platform as we continue to build and grow Blanco Clothing," says Matt Sinnreich, chief executive officer, Blanco Clothing. "Their expertise in brand strategy and creative direction aligns perfectly with our vision to redefine American-made lifestyle wear. Through Gersh, we were connected with Willie Robertson – an icon of American heritage whose impact on culture through 'Duck Dynasty' makes him an ideal partner. We look forward to collaborating with Gersh and Willie to elevate Blanco to the next level."

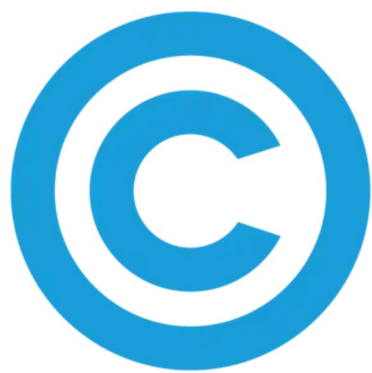
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The brand focuses on redefining country club attire through tailored fits, premium fabrics and understated luxury. Its current lineup includes polos, joggers, golf pants and sweatshirts designed to transition seamlessly from office to golf course to casual settings. Future product expansions will include trousers, swimwear and elevated basics.

This partnership further establishes Gersh's growing influence in the branded consumer space, where the agency specializes in talent-driven growth strategies. Gersh's portfolio

includes collaborations across sports, fintech, dating, lifestyle and hospitality sectors, working with brands such as World's Longest Putt, Newton Golf Clubs, Formula E and F1.

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