

Academy Sports + Outdoors Named Retail Partner for New Crocs x Burlebo Classic Clog

September 29, 2026

Collaboration will debut at Academy, giving customers first access to the customer-favorite style



KATY, Texas (September 29, 2026) — [Academy Sports + Outdoors](#) ("Academy" or the "Company") (Nasdaq: ASO) today announced its designation as the first retail partner to launch the new [Crocs x Burlebo Classic Clog](#), giving customers access to the highly-anticipated collaboration. Beginning at 9 a.m. CT on Tuesday, September 29, customers can shop the shoe at all Academy stores and online at [Academy.com](#).

The collaboration between Crocs and Burlebo pairs the comfort and versatility of Crocs' signature Classic Clog with Burlebo's recognizable outdoor-inspired Deer Camo print, delivering a unique blend of fun and functionality for both adults and kids.

"Our customers are passionate about outdoor-inspired products, and camo continues to be one of the most sought-after trends this season," said Scott Day, Academy Vice President and Divisional Merchandise Manager. "We're excited to see the new Crocs x Burlebo Classic Clog debut with Academy's Always Game Families who trust us to deliver fresh styles each season."

Burlebo first debuted at Academy in 2022 and has quickly become a customer-favorite brand, while Crocs has been a longstanding footwear partner – delivering fun seasonal prints, patterns and collaborations in addition to classic styles that customers know and love. The new Crocs x Burlebo Classic Clog brings the two brands together for the first time at Academy.

Academy will be the exclusive retail partner for 60 days following the launch, reinforcing its commitment to delivering meaningful assortments and brand partnerships that resonate with customers who embrace active, outdoor lifestyles.

About Academy Sports + Outdoors

Academy is a leading full-line sporting goods and outdoor recreation retailer in the United States. Originally founded in 1938 as a family business in Texas, Academy has grown to more than 300 stores across 21 states and counting. Academy's mission is to provide "Fun for All" and Academy fulfills this mission with a localized merchandising strategy and value proposition that strongly connects with a broad range of consumers. Academy's product assortment focuses on key categories of outdoor, apparel, sports & recreation and footwear through both leading national brands and a portfolio of private label brands. For more information, visit [www.academy.com](#).

Media Contact: Brooke Murski, External Communications Lead, publicrelations@academy.com