



## Carter's and Umbro Bring the World's Game to Its Youngest Fans with Limited-Edition Soccer Kits

April 1, 2026

*Heritage brands reimagine the global game for the next generation with soccer inspired collection for babies and kids*

ATLANTA--(BUSINESS WIRE)--Apr. 1, 2026-- Carter's Inc. (NYSE:CRI) and the Umbro brand are bringing the world's game to its smallest fans. Today, the two heritage brands announced a limited-edition collaboration inspired by the world's most popular sport, launching April 6.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260401400553/en/>



Timed to the growing excitement around global soccer, the Carter's x Umbro collection celebrates the energy of the beautiful game through the eyes of its youngest fans as they witness one of the biggest moments in international sports.

### Local soccer team wears new Carter's x Umbro collection

Rooted in Carter's purpose to embrace the wonder of childhood and the Umbro brand's deep soccer heritage, the collection blends thoughtful functionality with sport-inspired design. Soft, flexible fabrics, easy-on silhouettes, and durable construction support movement, independence, and everyday play.

"This collaboration is about experiencing the world's game through the eyes of kids," said Sarah Crockett, Chief Marketing Officer at Carter's. "Soccer is one of those rare moments that brings families together across cultures and generations. We wanted to create something that captures that energy and helps even the youngest fans feel part of the excitement."

Designed for first steps, first goals, and big dreams, the collection features country-inspired kits from legendary football nations including Argentina, Brazil, Canada, England, France, Germany, Spain, and the United States.

Available in sizes newborn to 14, the collection retails for \$24 - \$28 and includes:

- **Baby Carter's X Umbro Romper** — A short-sleeve jersey romper featuring bold embroidery and standout prints, crafted from soft, durable fabric for all-day comfort and easy dressing.
- **Carter's X Umbro Soccer Jersey** — A lightweight V-neck jersey designed for comfort and easy dressing, featuring team-inspired prints and patches that let kids show their spirit on and off the field.
- **Carter's X Umbro Active Skort** — A vibrant, play-ready skort with a built-in inner short, offering comfort and freedom of movement for everything from playground adventures to game day.
- **Carter's X Umbro Mesh Soccer Shorts** — Breathable mesh shorts with a functional inner drawcord for a secure fit, designed to keep kids cool and comfortable during active play.

"Umbro has always been rooted in the culture and pride of the world's game," said Andie Lipton, Senior Vice President of Marketing, Creative & Communications at Iconix International. "Partnering with Carter's lets us bring that legacy to the next generation of fans in a way that feels authentic and fun for families."

The collection will be available starting April 6 at Carter's retail stores nationwide and online at [Carters.com](https://www.carters.com).

### About Carter's, Inc.

Carter's, Inc. is North America's largest and most-enduring apparel company exclusively for babies and young children. The Company's core brands are *Carter's* and *OshKosh B'gosh*, iconic and among the sector's most trusted names. These brands are sold through more than 1,000 Company-operated stores in the United States, Canada, and Mexico, and online at [www.carters.com](https://www.carters.com), [www.oshkosh.com](https://www.oshkosh.com), [www.cartersoshkosh.ca](https://www.cartersoshkosh.ca), and [www.carters.com.mx](https://www.carters.com.mx). Carter's also is the largest supplier of baby and young children's apparel to North America's biggest retailers. The Company's *Child of Mine* brand is available exclusively at Walmart, its *Just One You* brand is available at Target, and its *Simple Joys* brand is available on [Amazon.com](https://www.amazon.com). The Company's emerging brands include *Little Planet*, crafted with organic fabrics and sustainable materials, *Otter Avenue*, a toddler-focused apparel brand, and *Skip Hop*, baby essentials from tubs to toys. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at [www.carters.com](https://www.carters.com).

### About Umbro

About Umbro: True passion for sports has been running through Umbro's DNA since 1924. As early as the 1950s we partnered with leading sports experts to create the perfect garment and today we carry this ethos into sports culture, fusing heritage with trend, and the pitch with the street.

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