



OshKosh B'gosh Introduces the Reissued Collection, Iconic Styles Pulled from the Vault, Modernized for Today's Families

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Launching this holiday season with a limited capsule, the ongoing collection honors the brand's 130-year heritage of iconic denim, prints and silhouettes

ATLANTA--(BUSINESS WIRE)--Oct. 17, 2025-- Carter's, Inc. (NYSE: CRI) – For generations, families have grown up in OshKosh B'gosh, the brand synonymous with childhood denim and the iconic World's Best Overalls™. Today, Carter's, Inc., North America's largest and most-enduring apparel company exclusively for babies and young children, announces the debut of **The OshKosh Reissued Collection**, a new, ongoing product collection will feature and reintroduce a limited selection of the brand's most iconic styles from the vault, refreshed for today's families and released in limited capsules across select seasons.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251016021361/en/>



OshKosh B'gosh Holiday Reissue Collection featuring Josh B'gosh.

The first capsule launches this holiday season, and features archival prints, heritage silhouettes, and the return of the Josh B'gosh, the beloved hickory-clad bear first introduced in 1998 as the brand's spokesbear. Designed for babies through toddlers (up to 5T), these reimagined favorites marry nostalgia with modern fabrics, colors, and fits to create new memories while honoring timeless ones.

Founded in 1895, OshKosh B'gosh has defined American childhood denim for more than a century. Dubbed "The World's Best Overall Company" in the 1960s, OshKosh became a cultural staple of childhood, with denim pieces worn by kids across generations. With its vintage prints and retro fits, The OshKosh Reissued Collection merges iconic design, soft fabrics, and playful character to deliver holiday-ready styles made for gifting, celebrating, and memory-making.

"Each piece in the Reissued Collection is rooted in our original archives," said Linda Chiwona-Jackson, Senior Vice President of Design for Carter's/OshKosh B'gosh. "From hickory stripes to '90s corduroy prints, we carefully studied the details that made these garments iconic and reimagined them with today's families in mind. It is both a tribute to our heritage and a chance to create new memories for the next generation."

Beloved classics, refreshed for today:

- **The Hickory Stripe:** A signature of early 20th-century workwear and OshKosh childhoods everywhere, now softer and stretchier than ever. Available in overalls, dresses, and jeans.
- **The Return of Josh B'gosh:** The beloved '90s bear is back and as adorable as ever, starring on plush sweatshirts and as a velvety-soft teddy bear, ready to be wrapped up and loved all over again.
- **The World's Best Overalls™:** Nostalgic '80s and '90s corduroy prints, including Nutcracker, teddy bear, and train motifs, reintroduced in brighter, bolder hues. A timeless favorite, refreshed for a new generation.

"For more than 130 years, OshKosh B'gosh has been part of childhood milestones across America," said Sarah Crockett, Chief Marketing Officer, Carter's, Inc. "With The Reissued Collection, we're honoring that legacy while giving parents the joy of sharing the same iconic prints and styles they once loved with their own children. This franchise bridges generations, blending nostalgia with modern design to make holiday moments even more memorable, and most importantly, helps kids look and feel like kids."

The Reissued Collection will expand with additional seasonal drops, each curated from OshKosh's archives. Following the brand's recent Archive Release for collectors, the Reissued Collection underscores OshKosh B'gosh's role as both a heritage brand and a modern fashion player leaning into the nostalgia revival trend.

The Holiday Capsule of The OshKosh Reissued Collection is available now in stores and online, <https://www.carters.com/c/oshkosh-Reissued-hickory> with prices starting at \$22.

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 online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and 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. 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.

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