UNDER EMBARGO UNTIL SEPTEMBER 8TH AT 12PM EST

J. PRESS APPOINTS JACK CARLSON AS CREATIVE DIRECTOR

Honoring the Legacy of Ivy Style, Since 1902



NEW YORK, N.Y. (September 8, 2025) – J. Press, the 123-year-old standard-bearer for classic American menswear and Ivy style, announces the appointment of Jack Carlson as Creative Director and President. The 38-year-old American designer will debut his first collection for the brand on September 11 during New York Fashion Week — marking J. Press' first appearance on the CFDA calendar.

Founded on Yale's campus in 1902, J. Press is synonymous with the best of timeless American style: navy blazers, soft-shouldered suits, Oxford cloth button-downs, khaki trousers, repp ties, schoolboy scarves, and the iconic Shaggy Dog sweater. Its heritage is woven into the fabric of American culture, having dressed icons of style from FDR and JFK to Miles Davis and Frank Sinatra to Yo-Yo Ma and Fran Lebowitz. J. Press is also synonymous with "Ametora" — Japan's meticulous, ineffably cool take on American prep immortalized in the 1965 book *Take Ivy*.

Today, J. Press continues to produce its garments with an emphasis on tradition. The majority of the collection is made domestically in the United States, with other key pieces made in England, Scotland, Ireland, Japan, Canada, Austria, and Norway.

Best known as the founder and former creative director of the brand Rowing Blazers, Carlson brings with him a decade of experience breathing new life into the classics. His vision for J. Press is rooted in authenticity — celebrating the brand's legacy through an editorial lens without compromising its DNA.

"I grew up with J. Press," says Carlson. "I used to go to the shop in Harvard Square, and many of the first suits, shirts, ties, and belts I bought for myself were J. Press. I still have them. This role feels like coming home in many ways. I studied the classics (literally), and to me, a lot of what J. Press does is almost sacred: the button-downs, the khakis, the blazers, the Shaggy Dogs. J. Press has also had a slightly irreverent streak that resonates with me too. I want to celebrate all of that; to build seasonal collections and collaborations around it; and to share it with more people. J. Press is an institution — in many ways, the last of its kind."

Carlson's debut Fall/Winter 2025 collection is a colorful, luxurious celebration of Ivy style at its best, rooted in American and British craftsmanship and the subtle codes, details, and idiosyncrasies of the J.

Press uniform. Carlson also brings in inspiration from farther afield and from his own life: a red tailcoat and a Tyrolian Janker feature in the collection — nods to the time Carlson has spent living in Oxford and Kitzbühel. Other editorial pieces are all-American: boatneck knits straight from the pages of Take Ivy and an indulgent assortment of accessories — more akin to works of art — handcrafted in New York from vintage felt college pennants, some nearly a century old. Carlson has also brought back the original J. Press “Ivy” blazer format (with a patch, rather than set-in, pocket on the chest) and reinstated the brand’s vintage, now iconic, red-on-white label design across categories.



(J. Press Fall/Winter 2025 Collection / Courtesy of J. Press)

Onward Holdings, the Japanese parent company of J. Press, provided the following remarks:
"Jack brings a rare combination of historical reverence and fresh perspective. His ability to celebrate the brand’s heritage, and to also present J. Press through a modern editorial lens, makes him the ideal leader for our next chapter. We believe this is the beginning of a new era for J. Press, one that will strengthen our position as the definitive name in American menswear."

The first delivery of the Fall/Winter 2025 J. Press collection is now available on JPressOnline.com and at the brand’s flagship stores in New York, New Haven, and Washington, D.C.

JACK CARLSON FOR J. PRESS FALL/WINTER 2025 - COLLECTION IMAGES HERE.

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ABOUT J. PRESS

Founded at Yale in 1902, J. Press created “the Ivy League look” and represents the very best of American style. Favored by many of the most iconic figures in American history — Frank Sinatra, Cary Grant, F. Scott Fitzgerald, Robert Frost, George Plimpton, and Presidents Roosevelt, Kennedy, Ford, Bush, and Clinton, to name a few — J. Press has flagship locations in New York, New Haven, Washington D.C., and Tokyo, where the brand is revered for its quality, history, attention to detail, and commitment to excellence.

Since 1986, J. Press has been owned by Onward Holdings, a publicly-traded company on the Tokyo Stock Exchange and one of Japan’s leading companies in the fashion and apparel sector.

Visit JPressOnline.com and @JPress

ABOUT JACK CARLSON

Dr. Jack Carlson is an American designer. He founded the brand Rowing Blazers and served as its creative director until selling to Tory Burch co-owners Burch Creative Capital in 2024. He has also led the revival of several heritage brands, including Warm & Wonderful, a knitwear label beloved by Diana, Princess of Wales.

Carlson is known for his colorful, irreverent take on “the classics,” and for his wide-ranging collaborations. He has designed collections in partnership with Gucci, Barbour, Target, FILA, J. Crew, Beams, Umbro, La Veste, Noah, the Grateful Dead, the New York Yankees, and more. His 2023 Gucci Vault collection ranged from rugby shirts to evening formalwear. His 2023 designer collaboration for Target debuted during New York Fashion Week and launched in over a thousand Target locations across the U.S., with many styles selling out within hours. Carlson has also designed watches for Tag Heuer, Seiko, Zodiac, and Tudor; luggage for Globe-Trotter and LeSportsac; and footwear for Sperry, K-Swiss, and Hunter.

Carlson’s designs have been worn by Timothée Chalamet, Gwyneth Paltrow, Keith Richards, Chloë Sevigny, David Byrne, Justin and Hailey Bieber, Mindy Kaling, Russell Westbrook, Venus Williams, Will Ferrell, BTS, Millie Bobby Brown, Ziwe Fumudoh, Chris Briney, Renee Rapp, Bowen Yang, Laufey, Macklemore, Pete Davidson, Emily Ratajkowski, H.S.H. Prince Albert of Monaco, and the Apollo astronauts. He has designed uniforms for the U.S. national rugby team, British soccer team A.F.C. Wimbledon, and the New Zealand and El Salvador Olympic teams. His pieces have appeared in films and television shows, including *Saturday Night Live, Gossip Girl, Overcompensating, Black-ish, Curb Your Enthusiasm,* and *The Crown*.

Carlson has an undergraduate degree in foreign service from Georgetown and a doctorate in archaeology from Oxford. Outside of his design career, he is a three-time member of the U.S. national rowing team. He won a bronze medal at the 2015 World Championships, and he has won the Head of the Charles and Henley Royal Regatta. He is a Fellow of the Explorers Club, and in 2023 he trekked to the South Pole with his seventy-two year old dad.