

BCKR Adds Notre Dame and Penn State, Now Outfits Fans of Every Team in the AP Preseason Top Five

Austin-based technical apparel brand BCKR, founded by veterans of the team that scaled YETI, launches licensed Notre Dame and Penn State apparel.

AUSTIN, TX, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- BCKR, the premium outerwear brand built for sports fans who spend their Saturdays in the elements, today announced officially licensed collections for the University of Notre Dame and Penn State University. With the addition of the Fighting Irish, BCKR now makes gear for fans of all five teams in the top five of the 2026 AP preseason poll: Ohio State, Oregon, Georgia, Notre Dame and Texas.



BCKR Cool One UPF Pullovers for Ohio State, Oregon, Notre Dame, Penn State, Texas and Georgia.

“

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*Corey Maynard, Founder,
BCKR*

Both programs launch with the BCKR Cool One UPF Pullover, a versatile technical pullover engineered for the heat of September kickoffs. Additional styles, including BCKR's flagship Dry One Waterproof Coat, will follow as each season turns.

"Notre Dame Stadium and Beaver Stadium are two of the best environments in American sports, and fans sit in them from September heat through November sleet," said BCKR founder Corey Maynard. "We're starting with the Cool One because the first month of the season is brutally hot and nobody makes a real technical layer in team colors. The rest of the system is coming."

The Cool One is engineered with brrr® cooling fabric and Toray® Dot Air™ materials, delivering UPF 50+ sun protection, high breathability and an active cooling sensation on skin contact. Like

all BCKR products, it includes details designed specifically for fans, including an integrated stuff sack with the school fight song lyrics, a lens cleaner and secure storage for tickets and phones.

The announcement follows the introduction of BCKR Core, the brand's non-licensed line offering the same technical pieces in neutral colorways. BCKR Core is available direct to consumers and can be customized for corporate gifting, team travel, alumni groups and hospitality programs, extending BCKR's materials and construction to organizations outside college sports.

BCKR is an independent brand with no corporate parent. It was founded by outdoor industry veterans, including members of the team that helped scale YETI from a regional cooler company into a global brand. The company is based in Austin, ships every order itself, and includes a handwritten note in every package.

"We started BCKR because we'd spent our careers building elite outdoor products and couldn't find a single team jacket that was actually waterproof," Maynard said. "So we made one. Then we made a whole system."

As part of its commitment to the schools it partners with, BCKR contributes a portion of sales from bckr.com to support partner schools' athletes and university programs.

The new [Notre Dame collection](#) and [Penn State collection](#) are available now, joining BCKR's existing lineup of officially licensed collegiate outerwear and unlicensed BCKR Core line. Fans can shop the full collection of premium technical apparel at bckr.com.

About BCKR

Founded in 2024 and based in Austin, Texas, BCKR is transforming the fan apparel market with a combination of premium materials and technical innovation. Designed for both style and protection from the elements, BCKR products offer a superior experience for fans who demand the best. For more information, visit bckr.com.

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