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THOMAS RHETT'S 'RHETTRO' CHUBBIES SWIMWEAR IS AS GLORIOUSLY '90S AS IT SOUNDS

The limited-edition collection is now available for purchase.



Across four albums and 13 No.1 hits, including the twangy "Make Me Wanna," the funk-infused "Crash and Burn," and the über-sweet "Die A Happy Man," Thomas Rhett has emerged a grade-A master of throwback musical vibes. Now, he's channeling that same energy in a new team-up with Chubbies—dubbed the Rhettro Collection—which *Esquire* is exclusively revealing today.

"The designs and styles are the ones I would (and do) wear myself, and the family swim line is exactly the vibe my family wears," Rhett tells *Esquire* via email. "I can't wait to see them on our friends and family and, of course, the fans."

Longtime fans of Rhett won't be surprised by the direction of the limited-run collection, which is now available for purchase and includes matching boy's and men's trunks, plus girl's and women's one-piece swimsuits. "I'm drawn to bold patterns and colors that pop, whether it's my sneaker collection, jackets—you name it," he



explains. "I've been pulling inspiration lately from '90s styles, and I think that definitely shows in what we came up with."



Rhett, who is currently on tour through the first half of October in support of his May-released *Center Point Road*, making headlining stops at venues like New York City's Madison Square Garden and Nashville's Bridgestone Arena, says that the partnership felt natural. "Chubbies is the ultimate summer wardrobe," says the 29-year-old. "And so much of what we do is performing for fans in amazing locations all summer long—many of them in some very warm weather."



"This is the perfect collab in that sense," he says, "and watching the ideas we came up with come to life was surreal."