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Music

Province Of Canada Joins Forces With Heated Rivalry To Release Viral Team Canada Fleece

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Province Of Canada is currently bridging the gap between small-screen costume design and high-quality domestic manufacturing. The brand has officially announced a collaborative partnership with Accent Aigu Entertainment to bring the fictional wardrobe of the series 'Heated Rivalry' into the real world. This project centers on the production of "The Fleece," a garment that transitioned from a fan-requested Instagram concept into a formal design process. By leveraging their existing Canadian infrastructure, the brand ensures that the final product maintains the rigorous standards of their mainline collections. Sign up for details [here](#).

The collaboration is led by Executive Producers Jacob Tierney and Brendan Brady, who recognized a shared ethos in the independent apparel space. This partnership prioritizes transparency and craft over mass-market convenience. "The Fleece" is being developed with an emphasis on sourcing and manufacturing within the country, reinforcing a commitment to the local textile industry. While specific release dates remain under wraps, the design phase is moving forward with a focus on size inclusivity and functional durability. This is a strategic move that turns cultural momentum into a tangible, premium artifact.

The technical specifications of the release highlight a sophisticated approach to modern retail. Each jacket will be cut and sewn in Canada, adhering to the brand's "Plastic Free Packaging" and "Carbon Neutral Shipping" protocols. Furthermore, the initiative carries a significant social component, with ten percent of all proceeds from the sales being directed toward a charitable organization. This integration of commerce and philanthropy has become a hallmark of the brand's identity. The project is not merely a merchandising tie-in. It is a calculated expansion of their creative footprint.

Potential owners are encouraged to join the official registry for production updates as the garment moves toward its launch. The conversation started with a message to the show's costume designer, Hanna Puley, and has since evolved into a full-scale production cycle. As the "Province of Canada x Heated Rivalry" narrative unfolds, it sets a new precedent for how independent labels can interact with entertainment properties. "The Fleece" represents the intersection of fandom and high-end utility. It is an essential release for those who value authentic, Canadian-made apparel.

TAGS Accent Aigu Entertainment Brendan Brady Hanna Puley Heated Rivalry Hudson Williams Jacob Tierney Kuwalla Tee Mark Carney Province Of Canada

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Eric Alper is a 6-time nominee for Publicist of the Year during Canadian Music Week and has overseen the publicity campaigns for over 183 JUNO Award-nominated albums (and 16 in 2025), 45 Grammy-nominated albums, including 47 JUNO Award, 58 Canadian Folk Music Award, 126 Maple Blues Award-winning albums and is also truly honoured to work with some of the biggest and most important artists of our time.



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