

WHITNEY

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PRESS RELEASE

GAP AND THE WHITNEY MUSEUM OF AMERICAN ART LAUNCH COLLABORATION TO CELEBRATE UPCOMING *ROY LICHTENSTEIN: LIKE NEW* EXHIBITION



New York, NY, October 7, 2026 — The **Whitney Museum of American Art** is announcing an upcoming exclusive retail collaboration with **Gap** and the **Estate of Roy Lichtenstein**, in celebration of the Museum's highly anticipated fall exhibition, [*Roy Lichtenstein: Like New*](#).

The “**Gap – Lichtenstein – Whitney**” collaboration brings together Gap's longstanding connection to American culture and style with the work of one of the most celebrated and defining artists of the Pop art movement. Drawing from Roy Lichtenstein's iconic visual language, which spanned across four decades, the limited-edition collection reimagines his work across a wide variety of classic Gap pieces, including hoodies and sweatshirts, button-downs, t-shirts, and accessories, offering a new way for audiences to engage with his work and legacy beyond the Museum.

The launch coincides with the opening week of *Roy Lichtenstein: Like New*, a major exhibition bringing together more than 130 works spanning six decades. Co-curated by **Meg Onli**, Nancy and Fred Poses Curator at the Whitney Museum, and artist and guest curator **Alex Da Corte**, the exhibition is a once-in-a-generation opportunity to see some of Lichtenstein's most iconic artworks all together and offers a fresh perspective on the artist's explorations of mass media, image circulation, duplication, and popular culture.

“At the Whitney, we’re passionate about using retail to bring conversations from our galleries beyond the Museum’s walls. Thanks to Gap’s broad reach and global audience, the legacy of Lichtenstein will be exposed to millions of people in new and exciting ways. This artist’s practice is deeply connected to popular culture and the process of reproduction,” said Jack Sachs, Director of Retail & Licensing at the Whitney. “We developed this collection with that in mind and hope that rings true to its viewers. At the core, we wanted to pose the question: what does Roy’s work mean to consumer culture today? The careful custodians at the Estate of Roy Lichtenstein and the passionate and curious design team at Gap made perfect partners every step of the way.”

“Crystallizing the brilliance, joy and wit of Roy Lichtenstein into a wearable collection celebrating the Whitney Museum’s exhibition *Roy Lichtenstein: Like New* made for an ideal partnership with another American icon, Gap,” said Frank Avila-Goldman, Executive Director of Arts and Intellectual Property at the Estate of Roy Lichtenstein. “The Gap collection celebrates the fun and accessible spirit of Roy Lichtenstein and we believe the quality and design will become lasting hallmarks of three American classics made accessible across many generations.”

The 18-piece collection will be available October 7, 2026, at select Gap stores, [Gap.com](https://www.gap.com), shop.whitney.org, and at the store in the Whitney Museum.



Product Details



Laughing Cat Sweater, \$118

This soft, cotton-wool blend sweater is inspired by Lichtenstein’s *Laughing Cat* (1961) and features a striking intarsia graphic across the chest, complemented by a classic crewneck collar and refined ribbed-knit texturing. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



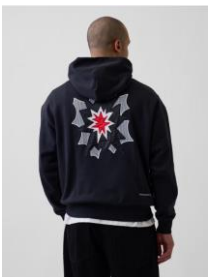
Standing Explosion Poplin Shirt, \$98

This soft, 100% cotton poplin shirt is inspired by Lichtenstein’s *Standing Explosion (Black)* (1965). The back of the garment features a striking, central patchwork appliqué designed in the shape of a jagged, geometric explosion. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Standing Explosion Varsity Jacket, \$138

This super-soft poly satin varsity jacket is inspired by Lichtenstein's *Standing Explosion (Black)* (1965) and features sharp, white color-blocked contrast panels across the back shoulders, framed by a traditional ribbed-knit collar, cuffs, and hem with classic double-stripe detailing. The artist's name makes a bold statement along the center-front zipper opening, rendered in crisp, white collegiate block lettering. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Explosion Heavyweight Hoodie, \$118

This super-soft, extra-heavyweight fleece hoodie is inspired by Lichtenstein's *Standing Explosion (Black)* (1965) and features the artwork in a multi-layered appliqué patch with satin-stitched outline, completed with the collection's custom woven label featuring an interpretation of the artist's original letterhead stitched on the front upper left chest. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Ohhh... Alright... Heavyweight Hoodie, \$118

This lightly brushed cotton-polyester blend fleece hoodie with a soft hand feel and oversized fit is inspired by Lichtenstein's *Ohhh... Alright...* (1964). It features a striking, fully woven jacquard graphic of the artwork across the chest, complemented by the collection's custom woven label featuring an interpretation of the artist's original letterhead on the left sleeve. The artwork's title and year are crisply rendered atop the hood for a refined, unexpected detail. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Crying Girl Extra Heavyweight Hoodie, \$128

This soft, extra heavyweight fleece hoodie is inspired by Lichtenstein's *Crying Girl* (1963) and features Gap – Lichtenstein – Whitney embroidered on the front upper left with the collection's custom woven label featuring an interpretation of the artist's original letterhead on the left sleeve. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Cathedral #2 Heavyweight Sweatshirt, \$98

This Whitney-exclusive cotton-blend heavyweight sweatshirt is inspired by Lichtenstein's *Cathedral #2* (1969) and features the artist's name printed across the chest in a prominent, blue block collegiate varsity style. The back features the work depicting an abstract pop art pattern of overlapping red and blue Ben-Day dots and with the collection's custom woven label featuring an interpretation of the artist's original letterhead stitched on the left sleeve. Unlike most of this collection, this style is one of three only available at the Whitney. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Cathedral #2 Quarter-Zip Sherpa Pullover, \$118

This extra-plush, nubby sherpa pullover is inspired by Lichtenstein's *Cathedral #2* (1969). The striking all-over print features a zoomed-in perspective of the artwork, showcasing oversized Ben-Day dots in solid red, navy blue, and dynamic, split duo-tone variations. The front is detailed with a left chest pocket, anchored underneath by the collection's custom woven label featuring an interpretation of the artist's original letterhead. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Girl in Window Graphic T-Shirt, \$54

This super-soft cotton graphic t-shirt is inspired by Lichtenstein's *Girl in Window (Study for World's Fair Mural)* (1963) and features the artwork screen printed across the front and back, beautifully anchored by the collection's custom woven label featuring an interpretation of the artist's original letterhead stitched on the bottom left hem. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Real Estate Graphic T-Shirt, \$54

This super-soft cotton graphic t-shirt is inspired by Lichtenstein's *Real Estate* (1969) and features the artwork screen printed across the chest complemented by the collection's custom woven label featuring an interpretation of the artist's original letterhead stitched onto the upper back. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Crying Girl Graphic T-Shirt, \$54

This Whitney-exclusive super-soft cotton graphic t-shirt is inspired by Lichtenstein's *Crying Girl* (1963) and features the artwork screen printed across the chest, beautifully anchored by the collection's custom woven label featuring an interpretation of the artist's original letterhead stitched on the bottom left hem. Unlike most of this collection, this style is one of three only available at the Whitney. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Cathedral #2 Graphic T-Shirt, \$58

This Whitney-exclusive long-sleeve cotton-blend t-shirt is inspired by Lichtenstein's *Cathedral #2* (1969). The back showcases the artwork through a striking combination of textured high-density and flat screen printing, while the front pocket features the collection's custom woven label featuring an interpretation of the artist's original letterhead. Unlike most of this collection, this style is one of three only available at the Whitney. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Ohhh... Alright... Baseball Hat, \$34

This sturdy 100% cotton twill baseball hat is inspired by Lichtenstein's *Ohh... Alright...* (1964). Designed with a customizable, adjustable back closure, the cap is finished with an exclusive Gap – Lichtenstein – Whitney logo embroidered on the side. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Knock! Knock! Baseball Hat, \$34

This sturdy 100% cotton twill baseball hat is inspired by Lichtenstein's *Knock, Knock Poster* (1975). Designed with a customizable, adjustable back closure, the cap is finished with an exclusive Gap – Lichtenstein – Whitney logo embroidered on the side. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Sweet Dreams, Baby! Baseball Hat, \$34

This sturdy 100% cotton twill baseball hat is inspired by Lichtenstein's *Sweet Dreams, Baby!* (1965). Designed with a customizable, adjustable back closure, the cap is finished with an exclusive Gap – Lichtenstein – Whitney logo embroidered on the side. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Sock Box, \$28

This pair of soft, heather-gray stretch crew socks is inspired by Lichtenstein's *Sock* (1962) and are presented in a canary-yellow matte gift box. Hang it or wear it! Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Little Big Painting Scarf, \$34

This super-soft scarf is inspired by Lichtenstein's *Little Big Painting* (1965). The central graphic is framed by a thick black inner border and finished with a solid royal blue edge trim running around the entire perimeter of the square fabric. Created in collaboration with the Estate of Roy Lichtenstein and Gap.



Tire CashSoft Blanket, \$118

This extra-plush, super-soft and cotton-blend knitted throw blanket is inspired by Lichtenstein's *Tire* (1962) and features a highly detailed rendering of the artwork. Created in collaboration with the Estate of Roy Lichtenstein and Gap.

About Roy Lichtenstein: Like New

Roy Lichtenstein: Like New, opening October 11, 2026, brings together over 130 works made from the early 1940s through the 1990s and offers a bold reconsideration of one of the defining artists of the Pop art movement and the twentieth century. Tracing Lichtenstein's career-long investigation into duplication, perception, simulation, authorship, and image culture, *Like New* reveals an artist who understood that images are never fixed but instead continually copied, enlarged, circulated, and made new.

Roy Lichtenstein changed the way we see images. Turning the visual language of mass-culture comics, advertising, consumer goods, and commercial printing into fine art, he produced works that looked cool, crisp, and machine-made but were meticulously handmade. *Roy Lichtenstein: Like New* looks beyond the artist's iconic surfaces to trace how his early interest in perception and visual recognition shaped a career-long inquiry into the power and stability of images. Across painting, drawing, collage, prints, sculpture, and film, the exhibition presents Lichtenstein's images as dynamic forms that could be translated, reframed, and transformed.

In an era when pictures are endlessly cropped, filtered, reposted, and recirculated,

Lichtenstein's work feels newly urgent. *Like New* looks beyond the artist's iconic surfaces to reveal the power and instability of images and celebrate an artist who understood, long before the digital age, that images change as they move through the world.

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ABOUT GAP

Gap is a globally recognized icon of casual American style. Founded in San Francisco in 1969, Gap champions originality by creating loved essentials and delivering culturally relevant experiences that celebrate individuality. Gap is a lifestyle brand offering products across generations, including GapKids, babyGap, Gap Maternity, GapBody, GapFit, Gap Accessories and Gap Beauty, as well as GapStudio and partner collaborations through GapX. Gap is the namesake brand of the global specialty retailer, Gap Inc. (NYSE: GAP) and connects with customers online and in company operated and franchise retail locations globally. For more information, visit About Roy Lichtenstein gap.com.

ABOUT ROY LICHTENSTEIN

Roy Lichtenstein (1923-1997), born in New York City, was a founder of Pop Art in America. He celebrates and satirizes the common things of everyday life. At first his art was based on commercial ads and characters in comic strips, but he later expanded his subjects to include landscapes, still-lives, figures, and even the history of painting itself. Known for the wit and elegance he brought to his work, Lichtenstein created more than 5,000 paintings, sculptures, drawings, prints, and objects ranging from dinner plates to designs for detailing a BMW. Lichtenstein's work is represented in museums and galleries around the world.

ABOUT THE WHITNEY

The Whitney Museum of American Art, founded in 1930 by the artist and philanthropist Gertrude Vanderbilt Whitney (1875–1942), houses the foremost collection of American art from the

twentieth and twenty-first centuries. Mrs. Whitney, an early and ardent supporter of modern American art, nurtured groundbreaking artists when audiences were still largely preoccupied with the Old Masters. From her vision arose the Whitney Museum of American Art, which has been championing the most innovative art of the United States for ninety years. The core of the Whitney's mission is to collect, preserve, interpret, and exhibit American art of our time and serve a wide variety of audiences in celebration of the complexity and diversity of art and culture in the United States. Through this mission and a steadfast commitment to artists, the Whitney has long been a powerful force in support of modern and contemporary art and continues to help define what is innovative and influential in American art today.

Whitney Museum Land Acknowledgment

The Whitney is located in Lenapehoking, the ancestral homeland of the Lenape. The name Manhattan comes from their word Mannahatta, meaning "island of many hills." The Museum's current site is close to land that was a Lenape fishing and planting site called Sapponckanikan ("tobacco field"). The Whitney acknowledges the displacement of this region's original inhabitants and the Lenape diaspora that exists today.

As a museum of American art in a city with vital and diverse communities of Indigenous people, the Whitney recognizes the historical exclusion of Indigenous artists from its collection and program. The Museum is committed to addressing these erasures and honoring the perspectives of Indigenous artists and communities as we work for a more equitable future. To read more about the Museum's Land Acknowledgment, [visit the Museum's website](#).

VISITOR INFORMATION

The Whitney Museum of American Art is located at 99 Gansevoort Street between Washington and West Streets, New York City. Public hours are Monday, Wednesday, and Thursday, 10:30 am–6 pm; Friday, 10:30 am–10 pm; and Saturday and Sunday, 10:30 am–6 pm. Closed Tuesday. Visitors twenty-five years and under and Whitney members: FREE. The Museum offers FREE admission and special programming for visitors of all ages every Friday evening from 5–10 pm and on the second Sunday of every month.

Image credit:

Lead image: Sweater from the upcoming 'Gap – Lichtenstein – Whitney' collection, Roy Lichtenstein's *Laughing Cat*, 1961. © Estate of Roy Lichtenstein, all rights reserved. Photograph by Max Kütz.

Left to right: Quarter-Zip Sherpa Pullover from the upcoming 'Gap – Lichtenstein – Whitney' collection, detail of Roy Lichtenstein's *Cathedral #2*, 1969. © Estate of Roy Lichtenstein, all rights reserved. Photograph by Max Kütz.; Graphic T-Shirt from the upcoming 'Gap – Lichtenstein – Whitney' collection, Roy Lichtenstein's *Girl in Window (Study for World's Fair Mural)*, 1963. © Estate of Roy Lichtenstein, all rights reserved. Photograph by Max Kütz.

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