

# ***Branding***

M E R C H A N D I S E



*Summer 2023*  
**STYLE GUIDE**





## Summer State of Mind.

From the **putting green** in the desert, to the **baseball field** in small town USA, to the **summer camp** in the middle of nowhere, to the **corporate retreat** where everyone wants to be, to the **family reunion** at the local lake, to the **vacation** on your destinations bucket list, to the **lawn chair** in the amphitheater listening to that favorite band you've heard a hundred times – if it's happening this Summer, there's a style for it waiting for you to brand.

Expect the *Summer of '23* to be, well, what you design it to be. Grab your sunglasses, it's time to *create your vision* (and it's going to be BRIGHT).

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### Curated styles and color trends await

to make the livin' buyin' easy for when the days get longer and the nights get warmer.

*For the* Outdoorsy, Adventurers  
& World Seers...

*For the* Do-Gooders, Fund-Raisers,  
Sustainability-Supporters...

*For the* Camp Goers & Leaders...

*For the* Travel Enthusiasts &  
Resort Lovers...

*For the* Band Groupies...

*For the* Company Culture Carriers  
& Work Hard, Play Harders...

*For the* Wildcards...

This Summer is *for you*. This Guide is *for you*.

**Sound like a customer you know?** Be ready to brand the Summer with top trends for their needs.





# Golf



1. **A550** adidas Camo Polo in Tech Ink. 2. **A546** adidas Heather Chevron Quarter-Zip Wind Pullover in Grey Three/Grey Heather.  
3. **9820** Burnside Hybrid Stretch Shorts in Black Heather. 4. **X210P** Imperial The Original Performance Cap in fog. 5. **A672S** adidas Sunstainable Sun Hat in Grey Two. 6. **C1717MTC** Carmel Towel Company Fairway Golf Towel in Fog.



# *Tee Up* The Lifestyle.

Golf is more than a sport.  
It's a lifestyle. A few hours  
spent outdoors with friends,  
coworkers or clients having  
fun calls for a branding  
opportunity that lives  
beyond the golf course.



**A574** adidas Pine Tree Polo.  
**7054** Imperial The Wingman Cap.



**Trend Alert!**  
Must have  
golf apparel &  
accessories are  
items people wear  
from the green,  
to the conference  
room, to the  
barbecue.



**A431**  
**adidas**  
Women's Basic  
Sport Polo



**A550**  
**adidas**  
Camo Polo



**A546**  
**adidas**  
Heather Chevron  
Quarter-Zip  
Wind Pullover



**7054**  
**Imperial**  
The Wingman Cap

## Golf Top 4 Trends

Tee up these trends to put your customer on their "A Game" and tie their brand message to a pastime that people love.

- ✓ Top layers
- ✓ Tonal colorways
- ✓ Statement hats
- ✓ Contemporary prints





**Trend Alert!**  
Patterned prints  
are having a major  
moment in the  
golf world and this  
pine tree design is  
subtle enough it  
will complement  
any type of logo.



**X210P**  
**Imperial**  
The Original  
Performance  
Cap



**A524**  
**adidas**  
Hooded Full-Zip  
Windbreaker



**A678S**  
**adidas**  
Sustainable  
Gym Sack



**A552**  
**adidas**  
Lightweight  
Quarter-Zip  
Pullover



**A574**  
**adidas**  
Pine Tree  
Polo

**Model Pictured:**  
A574 adidas Pine Tree  
Polo. 7054 Imperial The  
Wingman Cap.



**350**  
**Paragon**  
Malibu Performance  
Quarter-Zip Pullover



**5017**  
**Augusta Sportswear**  
Vital Polo



**921424ODM**  
**Oakley**  
18L Packable  
Backpack



**A672S**  
**adidas**  
Sunstainable  
Sun Hat

**Trend Alert!**  
Bright vivid colors  
have saturated  
the game of golf  
with everything  
from polos and  
quarter-zips,  
to golf bags and  
golfing gloves!

## Golf Endless Branding

From the *golf scrambles* and *tournaments*, to the *fundraisers* and *corporate outings* – and let's not forget about the *weekend escape* with friends – the branding opportunities are endless from tee to shining tee (and all the stops along the way).

**Model Pictured:**  
A573 adidas Womens  
Puffer Vest.  
A555 adidas Women's  
3-Stripes Quarter-Zip  
Sweater.





**A653S**  
**adidas**  
Sustainable  
Performance Visor



**A555**  
**adidas**  
Women's 3-Stripes  
Quarter-Zip Sweater



**9820**  
**Burnside**  
Hybrid Stretch Shorts



**A573**  
**adidas**  
Women's  
Puffer Vest



**C1717MTC**  
**Carmel Towel Company**  
Fairway Golf Towel

# Explore & Travel



**1. EXP54LWZ** Independent Trading Co. Lightweight Windbreaker Full-Zip Jacket in Aqua. **2. 8030** Mega Cap Lifeguard Straw Hat in Natural/Blue Floral. **3. BW6615** Boxercraft Women's Evelyn Pants in Blush/White. **4. 139656** Columbia Women's PFG Bahama™ Long Sleeve Shirt in White. **5. 1050** Colortone Women's Tie-Dyed Crop T-Shirt in Lagoon. **6. C3060** Carmel Towel Company Velour Beach Towel in Aqua.



# See the world, Brand the World.

## 1. Resort Vibes

A vacation is all I ever wanted – A keepsake, a souvenir, a sweet reminder, a **priceless promotion** to bring their favorite resort with them everywhere they go.

## 2. Digital Nomadism

When vacation isn't enough – the **Digital Nomad** embraces a tech-enabled lifestyle **working on-the-move** but *only with the right gear.*

## 3. Get Outdoors

Being outside is to Summer as Netflix binging is to Winter. Is your branded apparel ready for the hike?

**1. CASSIE** Infinity Her Women's Pigment Dyed Fashion Undervisor Cap \$12.00.

**W23716** MV Sport Women's Sueded Fleece Colorblocked Hooded Sweatshirt.

**PRM20SRT** Independent Trading Co. Women's Lightweight California Wave Wash Sweatshorts.

**2. EXP54LWZ** Independent Trading Co. Lightweight Windbreaker Full-Zip Jacket.

**67000L** Gildan Softstyle® Women's CVC T-Shirt. **BW6301** Boxercraft Women's Luna Leggings.

**3. AWB** QuikFlip 2-in-1 Dryflip Windbreaker.

**67000** Gildan Softstyle® CVC T-Shirt.

**8888** Burnside Perfect Jogger.





**CASSIE**  
**Infinity Her**

Women's Pigment Dyed  
Fashion Undervisor Cap



**BW6620**  
**Boxercraft**  
Women's Haley  
Flannel Pants



**222**  
**Paragon**  
Aruba Extreme  
Performance  
Long Sleeve T-Shirt



**GDH100**  
**ComfortWash**  
Garment-Dyed T-Shirt

## Resort Vibes

Pulling inspiration from *coastal colors*, *fun patterns* and *vintage wash*, these are the top apparel and accessories.

### *The Top Picks:*

- ✓ Bright colored **fleece**
- ✓ Use-over-and-over-again **beach towels**
- ✓ Most affordable mementos – **basic tees & tanks**
- ✓ And pattern **hats**

**Trend Alert!**  
Top off the look  
with hats in trendy  
styles & patterns  
to suit every  
exploration.





Evolve concealed  
ponytail opening



**Trend Alert!**  
Accessories never  
felt so-right. Totes,  
caps, & blankets are  
the true brandable  
for all items that  
are just too easy to  
say yes to.

**Model Pictured:**  
CASSIE Infinity Her  
Women's Pigment Dyed  
Fashion Undervisor Cap.  
W23716 MV Sport Women's  
Sueded Fleece Colorblocked  
Hooded Sweatshirt. 8691  
J. America Baja Blanket.  
Q1500 Q-Tees 34.6L Large  
Canvas Deluxe Tote.  
PRM20SRT Independent  
Trading Co. Women's  
Lightweight California  
Wave Wash Sweatshorts.



**6733**  
**Next Level**  
Women's Triblend  
Racerback Tank



**8871**  
**J. America**  
Triblend Fleece  
Hooded Sweatshirt



**1050**  
**Colortone**  
Women's Tie-Dyed  
Crop T-Shirt



**8030**  
**Mega Cap**  
Lifeguard Straw Hat



**PRM20SRT**  
**Independent Trading Co.**  
Women's Lightweight California  
Wave Wash Sweatshorts



**1566**  
**Comfort Colors**  
Garment-Dyed  
Sweatshirt



**W23716**  
**MV Sport**  
Women's Sueded Fleece  
Colorblocked Crop  
Hooded Sweatshirt



**128606**  
**Columbia**  
PFG Tamiami™ II  
Long Sleeve Shirt



**8691**  
**J. America**  
Baja Blanket

## Resort Vibes

# Priceless Branding

Nothing says walking billboard like a well-worn hat, t-shirt, or tote bag purchased on vacation many years ago. Your resort customers can take their brand beyond their borders and into the everyday lives of their valued guests.

**Model Pictured:**  
W23716 MV Sport  
Women's Sueded Fleece  
Colorblocked Hooded  
Sweatshirt. PRM20SRT  
Independent Trading Co.  
Women's Lightweight  
California Wave Wash  
Sweatshorts.





↖  
 Move over  
 matching  
 sweatpant sets,  
 sweatshorts  
 are becoming  
 the next  
 best thing!



**GDH275**  
**ComfortWash**  
 Garment-Dyed Youth  
 Long Sleeve T-Shirt



**Q1500**  
**Q-Tees**  
 34.6L Large Canvas  
 Deluxe Tote



**SP820**  
**Sportsman**  
 Tropical Print Cap



**BW6615**  
**Boxercraft**  
 Women's Evelyn Pants



**C3060**  
**Carmel Towel Company**  
 Velour Beach Towel



**FOS900546**  
**Oakley**  
5L Travel Pouch



**100**  
**Paragon**  
Saratoga Performance  
Mini Mesh Polo



**67000L**  
**Gildan**  
Softstyle® Women's  
CVC T-Shirt



**18500**  
**Weatherproof**  
32 Degrees Packable  
Down Blanket

## Digital Nomadism

**16.9 Million digital nomads** are walking the earth (MBO Independent Research Report, 2022). Working from anywhere requires versatile, on-the-go items & supportive backpacks. Adding your company logo to your remote nomad employees' gear is a no-brainer. Impression opportunities once limited to Zoom calls is now to-the-ends-of-the-earth



**Model Pictured:**  
EXP54LWZ Independent Trading Co. Lightweight Windbreaker  
Full-Zip Jacket. 67000L Gildan Softstyle® Women's CVC T-Shirt.  
BW6301 Boxercraft Women's Luna Leggings. FOS901071 Oakley 23L  
Nylon Backpack.





**GDH280**  
**ComfortWash**  
Garment-Dyed  
Jersey Hooded  
Long Sleeve T-Shirt



**EXP54LWZ**  
**Independent Trading Co.**  
Lightweight Windbreaker  
Full-Zip Jacket



**199793**  
**Columbia**  
Women's Fireside™  
FZ Jacket



**8888**  
**Burnside**  
Perfect Jogger



**FOS901245**  
**Oakley**  
29L Gearbox  
Overdrive Backpack





**1040**  
**DRI DUCK**  
60L Expedition  
Duffel Bag



**AWB**  
**QuikFlip**  
2-in-1 Dryflip  
Windbreaker



**153389**  
**Columbia**  
Watertight™ II Jacket



**FT001**  
**Liberty Bags**  
Can Holder



**CFB**  
**LEGACY**  
Cool Fit  
Booney

## Get Outdoors

Calling all outdoorsy types – it's your time to shine. This Summer, brand the perfect mix of outdoor staples and stock up on outdoor technical features:

- ☒ Moisture wicking
- ☒ UPF protection
- ☒ Transitional top layers
- ☒ Sun-hats and booneys

Add these styles to your company stores to encourage employee wellness with a subtle "get outdoors" message!



The perfect windbreaker for those chilly summer mornings, as the temps heat up your jacket can quickly convert into a convenient drawstring bag!



**Model Pictured:**  
AWB QuikFlip 2-in-1 Dryflip Wind  
breaker. 67000 Gildan Softstyle® CVC  
T-Shirt. 8888 Burnside Perfect Jogger.



**240**  
**Paragon**  
Tortuga Extreme  
Performance  
Hooded T-Shirt



**5068**  
**DRI DUCK**  
Trek Canyon  
Cloth™ Vest



**139656**  
**Columbia**  
Women's  
PFG Bahama™  
Long Sleeve Shirt



**OFAST**  
**LEGACY**  
Old Favorite  
Solid Twill Cap

# Live Events



1. **246** Tultex Unisex Fine Jersey Ringer T-Shirt in White/Black. 2. **101CVC** American Apparel Women's CVC Tank in Heather Lilac.  
 3. **SP450** Sportsman Tie-Dyed Bucket Cap in Passion Purple. 4. **EXP52BMR** Independent Trading Co. Lightweight Bomber Jacket in Black/White Stripe. 5. **PRM50STPD** Independent Trading Co. Pigment-Dyed Fleece Shorts in Pigment Sandstone.  
 6. **8802** Liberty Bags Recycled Zipper Tote in Florida Teal.



# A Summer to Remember.

## 1. Concerts

It's **outdoor concert season**. Fans are always looking for that perfect oldies graphic tee or the lyrics of their favorite hits.

## 2. Camps

Commemorate the fun **summer camp experience** all year by outfitting both campers and staff members with personalized apparel, hats & bags.

## 3. Conferences

Did someone say "Adult Summer Camp?" Think corporate retreats & team building. **Wow the team** with gear they can sport again & again.

**1. 5083** Next Level Women's Festival Crop Tank.  
**5215** Burnside Women's Boyfriend Flannel.  
**2. VC300Y** Valucap Small Fit Bio-Washed Dad's Cap. **6130** LAT Youth Baseball Fine Jersey Three-Quarter Sleeve Tee. **2430** Augusta Sportswear Women's Wayfarer Shorts.  
**3. SS1000Z** Independent Trading Co. Icon Lightweight Loopback Terry Full-Zip Hooded Sweatshirt. **PRM50STPD** Independent Trading Co. Pigment-Dyed Fleece Shorts.





**3023CL**  
**Comfort Colors**  
 Women's Heavyweight  
 Boxy T-Shirt



**3729**  
**BELLA + CANVAS**  
 Sponge Fleece Drop  
 Shoulder Hoodie



**4491**  
**Rabbit Skins**  
 Infant Harborside  
 Mélange Bodysuit



**5773**  
**Liberty Bags**  
 That's So 90's  
 Fanny Pack

## Concerts

It's time for a band tees & music merch check-in. Branded music merch creates a lasting connection to hold on to and deepens the fan-artist relationship. Style diversity to match several genres is key to a successful merch shop.







**SP450**  
**Sportsman**  
Tie-Dyed Bucket Cap



**246**  
**Tultex**  
Unisex Fine Jersey  
Ringer T-Shirt



**101CVC**  
**American Apparel**  
Women's CVC Tank



**680VR**  
**Dyenomite**  
Blended Hooded  
Tie-Dyed Sweatshirt



**EXP52BMR**  
**Independent Trading Co.**  
Lightweight Bomber Jacket

**Trend Alert!**  
Crop tanks and  
boyfriend fit  
flannels are a  
great concert  
look for any  
genre of music.

**Model Pictured:**  
5083 Next Level Women's  
Festival Crop Tank. 5215  
Burnside Women's Boyfriend  
Flannel. 7010 Liberty Bags  
Clear PVC Backpack.



**8718**  
**Alpine Fleece**  
Roll Up Blanket



**BW6301**  
**Boxercraft**  
Women's Luna  
Leggings



**7010**  
**Liberty Bags**  
Clear PVC Backpack



**BW2501**  
**Boxercraft**  
Women's Adrienne  
Tank Top



**202**  
**Tultex**  
Unisex Fine  
Jersey T-Shirt

## Concerts

# Branded Music Merch

*"I'm with the band!"* It's been said that merch saved the music industry and we agree! This multibillion dollar industry is what allows the concert scene to keep on keepin' on. From bags to hats to apparel and blankets, be ready to put fan-led artwork on these select concert going staples.

- ✓ Revitalize retro prints & graphics
- ✓ Turn lyrics Into Art
- ✓ Time stamp tours & festivals
- ✓ Showcase band & album names

**Model Pictured:**  
5083 Next Level  
Women's Festival  
Crop Tank. 5215  
Burnside Women's  
Boyfriend Flannel.  
7010 Liberty Bags  
Clear PVC Backpack.





Take all your  
essentials in  
with you in  
this easy to  
carry clear  
backpack.



**8115**  
**J. America**  
Zen Jersey T-Shirt



**6014**  
**Comfort Colors**  
Garment-Dyed  
Heavyweight Long  
Sleeve T-Shirt



**5083**  
**Next Level**  
Women's Festival  
Crop Tank



**6245PT**  
**YP Classics**  
Peachd Twill  
Dad's Cap



**5215**  
**Burnside**  
Women's  
Boyfriend Flannel



**VC300Y**  
**Valucap**  
Small Fit Bio-Washed  
Dad's Cap



**3719T**  
**BELLA + CANVAS**  
Toddler Sponge Fleece  
Pullover Hoodie



**PRM16PNT**  
**Independent Trading Co.**  
Youth Lightweight  
Special Blend Sweatpants



**8886**  
**Liberty Bags**  
Value Drawstring  
Backpack



**65000B**  
**Gildan**  
Softstyle® Youth  
Midweight T-Shirt

## Camps

Keeping summer camp top of mind is no unachievable feat with apparel that sticks around all year. From hosting facility tours to booths at fairs – showcase decorated apparel or provide branded giveaway swag to current and prospective camp goers and sponsors. Of course, outfitting campers is most important.

### *Choose from:*

- ✓ T-shirts to easily identify campers and counselors
- ✓ Hats to protect them from hours in the sun
- ✓ Jerseys for team events, bags to carry their gear





"Put me in  
 coach, I'm  
 ready to play"  
 The iconic yet  
 always trendy  
 baseball tee  
 is a must for  
 any summer  
 camp.

**Model Pictured:**  
 VC300Y Valucap  
 Small Fit Bio-Washed  
 Dad's Cap. 6130 LAT  
 Youth Baseball Fine  
 Jersey Three-Quarter  
 Sleeve Tee. 2430  
 Augusta Sportswear  
 Women's Wayfarer  
 Shorts.



**2120  
 Badger**  
 Youth B-Core  
 T-Shirt



**506CRY**  
**Alleson Athletic**  
 Youth Reversible Tank



**6130  
 LAT**  
 Youth Baseball Fine Jersey  
 Three-Quarter Sleeve Tee



**PRM11SRT**  
**Independent Trading Co.**  
 Toddler Lightweight Special  
 Blend Sweatshorts



**QTB6000**  
**Q-Tees**

Economical Tote with  
Contrast-Color Handles



**EZA**  
**LEGACY**  
Relaxed Twill Dad Hat



**8852**  
**J. America**  
Triblend  
Fleece Blanket



**SS1000Z**  
**Independent Trading Co.**  
Icon Lightweight Loopback Terry  
Full-Zip Hooded Sweatshirt

## Conferences & Corporate Retreats

Gift attendees their "what to wear" while there & everywhere. You can turn your playground for learning, teambuilding, leadership training and skills building into the perfect backdrop for updating brand photography.







**6277R**  
**Flexfit**  
Sustainable  
Polyester Cap



Unique sport  
collar polo

**A584**  
**adidas**  
Sport Collar  
Polo



**6600**  
**Next Level**  
Women's CVC  
Relaxed T-Shirt



**PRM50STPD**  
**Independent Trading Co.**  
Pigment-Dyed Fleece Shorts



**FOS901071**  
**Oakley**  
23L Nylon Backpack

**Trend Alert!**  
Get the perfect  
casual yet clean  
look for your  
corporate retreat  
or teambuilding  
event.

**Model Pictured:**  
SS1000Z Independent  
Trading Co. Icon Lightweight  
Loopback Terry Full-Zip Hooded  
Sweatshirt. PRM50STPD  
Independent Trading Co.  
Pigment-Dyed Fleece Shorts.

# Company Culture



1. **CHP130** Champion Women's Sport Soft Touch T-Shirt in Black. 2. **8220** Burnside Perfect Flannel Work Shirt in Grey/ Ecu. 3. **9803** Next Level Unisex Fleece Sweatpants in Heather Grey. 4. **2001CVC** American Apparel Unisex CVC Tee in Heather Artic. 5. **2094** Kastifel Rooney Pigment Dyed Dad Cap in Breaker Blue. 6. **18900** Gildan Heavy Blend Fleece Stadium Blanket in Charcoal.



# Influence *the* Culture.

Branded company swag is a sure fire way to build morale, engage the team, & create internal influencers.



**2001CVC** American Apparel  
Unisex CVC Tee.

**8889** J. America Quilted Jersey  
Shirt Jacket.



*Employee gifting  
transforms how the  
team thinks and feels  
about the company  
as a whole – like they  
are part of the brand.*



**3724**  
**BELLA + CANVAS**  
Sweatshorts



**1081**  
**BELLA + CANVAS**  
Women's  
Micro Rib Tank



**CHP130**  
**Champion**  
Women's Sport  
Soft Touch T-Shirt



**SC100**  
**SOCCO**  
USA-Made Striped  
Crew Socks

## Company Culture

When it comes to merchandising the company store, think of items that last far beyond one event. Think of items that team members will **feel good wearing time & time again**. Don't shy away from **fashion trends** and **sustainable pieces** that elevate the brand.





Shackets are a perfect between seasons piece to transition in comfort & style.



**CHP180**  
**Champion**  
Sport Hooded  
Sweatshirt



**MPS**  
**LEGACY**  
Mid-Pro Snapback  
Trucker Cap



**8220**  
**Burnside**  
Perfect Flannel  
Work Shirt



**19179**  
**MV Sport**  
Corded Crewneck  
Pullover



**8889**  
**J. America**  
Quilted Jersey  
Shirt Jacket

*Model Pictured:  
2001CVC American  
Apparel Unisex CVC Tee.  
8889 J. America Quilted  
Jersey Shirt Jacket.*



**18900**  
**Gildan**  
Heavy Blend Fleece  
Stadium Blanket



**2091**  
**Kastlifel**  
Ferris Dad Hat



**3525**  
**LAT**  
Women's  
Weekend  
Fleece



**3321**  
**Rabbit Skins**  
Toddler Fine  
Jersey Tee



**A582**  
**adidas**  
Heathered  
Polo

Features a  
distressed  
vintage look  
with the raw  
hemline



## Company Culture Top 5 Picks

For top notch culture, choose from:

- ✓ Statement Clothing – Think Shackets, Flannels, Patterns & Prints
- ✓ Occasion-Themed – Think Women's History Month
- ✓ Eco-Friendly – Think Sustainable Hats & Totes
- ✓ Lounge – Think PJ Pants & Joggers
- ✓ Accessories – Laptop Bags & Sleeves

**Model Pictured:**  
3525 LAT Women's  
Weekend Fleece.  
Q1500 Q-Tees 34.6L  
Large Canvas  
Deluxe Tote





**9803**  
**Next Level**  
Unisex Fleece  
Sweatpants



**2001CVC**  
**American Apparel**  
Unisex CVC Tee



**3519**  
**LAT**  
Women's  
Hi-Lo Tee



**921056ODM**  
**Oakley**  
20L Enduro  
Backpack

# Sustainable Favorites



**1. 2003CVC** American Apparel Unisex CVC Raglan Tee in White/Heather Indigo. **2. 4460HM** Alternative Earthleisure Women's Modal Triblend Racer Tank in Rose Quartz. **3. K1070** Alternative Youth Cotton Jersey Go-To Tee in Pink Tie Dye. **4. 6868** Augusta Sportswear Eco Revive™ Three-Season Triblend Fleece Joggers in Heather Grey. **5. 8802** Liberty Bags Recycled Zipper Tote in Navy. **6. GEO** Atlantis Headwear Sustainable Bucket Hat in White.





Made with  
Eco-Friendly  
Material



*The options for sustainable blanks have grown. From apparel to accessories — there is sustainable style for all.*

## Eco-Friendly Feels *Good.*

You don't have to do something extravagant to help save the earth. Something as simple as **buying sustainable** can reduce your carbon footprint.



**4460HM** Alternative Earthleisure Women's Modal Triblend Racer Tank.

**GEO** Atlantis Headwear Sustainable Bucket Hat.

**8860R** Liberty Bags Nicole Recycled Tote.



Made with  
Eco-Friendly  
Material

Matching Fleece  
Set featuring  
Eco-Revive™, a  
sustainable fabric  
that is made  
from recycled  
plastic that you  
can look and  
feel good while  
wearing.



**6868**  
**Augusta Sportswear**  
Eco Revive™  
Three-Season Triblend  
Fleece Joggers



**1270**  
**Alternative**  
Botanical Dye  
Jersey Tee



**8802**  
**Liberty Bags**  
Recycled Zipper Tote



**400**  
**SoftShirts**  
Organic T-Shirt



**6865**  
**Augusta Sportswear**  
Eco Revive™  
Three-Season Triblend Fleece  
Hooded Sweatshirt

## Sustainable Favorites

**46%**

of consumers have a more favorable opinion of  
a company if the promo product they received  
was environmentally friendly.\*

\*Ad Impressions Study, ASI 2019





**Model Pictured:**  
6865 Augusta Sportswear  
Eco Revive™ Three-Season  
Triblend Fleece Hooded  
Sweatshirt. 6868 Augusta  
Sportswear Eco Revive™  
Three-Season Triblend  
Fleece Joggers.



**2021**  
**Kastlfel**  
Women's  
RecycledSoft™  
T-Shirt



**2094**  
**Kastlfel**  
Rooney  
Pigment Dyed  
Dad Hat



**A434**  
**adidas**  
Fleece Crewneck  
Sweatshirt



**4460HM**  
**Alternative**  
Earthleisure Women's Modal  
Triblend Racer Tank



**2003CVC**  
**American Apparel**  
Unisex CVC  
Raglan Tee



**GEO**  
**Atlantis Headwear**  
Sustainable  
Bucket Hat



**CHP110**  
**Champion**  
Women's Crop  
Racerback Tank Top



**101CVC**  
**American Apparel**  
Women's CVC Tank

## *Sustainable Favorites* **Sustainable Branding**

From corporations and lifestyle brands to e-retailers and home hobbyists, wherever you're in your journey – whether that's **buying recycled materials** or buying from a company with **sustainable manufacturing** — there are sustainable options to meet you and your customer where you are.







Made with  
Eco-Friendly  
Material

The new Champion  
Sport collection  
features the very  
on-trend matching  
athleisure sets  
everyone is asking  
for. And as an  
added plus, they  
are made from  
recycled polyester.



**A585**  
**adidas**  
Camo Chest  
Print Polo



**2010**  
**Kastlfel**  
Unisex RecycledSoft™  
T-Shirt



**ZION**  
**Atlantis Headwear**  
Sustainable Five-Panel  
Trucker Cap



**8860R**  
**Liberty Bags**  
Nicole Recycled  
Tote



**A557**  
**adidas**  
Women's  
Blended T-Shirt

**Model Pictured:**  
CHP110 Champion Women's  
Crop Racerback Tank Top.  
CHP120 Champion Women's  
Sport Soft Touch Leggings.  
2094 Kastlfel Rooney  
Pigment Dyed Dad Hat.

# Patterns + Prints



**1. 8853** J. America Women's Crop Hooded Sweatshirt in Grey Tie Dye. **2. 4424** Rabbit Skins Infant Fine Jersey Bodysuit in Rainbow Stripe. **3. W22713** MV Sport Women's Sueded Fleece Quarter-Zip Sweatshirt in Cameo Pink/Orchid Ice Leopard. **4. 8856** J. America Women's Fleece Shorts in Grey Tie Dye. **5. BM6624** Boxercraft Harley Flannel Pants in Oxford Red Tomboy Plaid. **6. X210R** Imperial Alter Ego Cap in White Tropical.



# Play It Up, Play It Down.

## 1. Crystal Tie-Dye

Thought **tie-dye** was over? Think again. More subdued, tonal, and less traditional but growing strong in 2023. It's the *trend that never ends*.

## 2. Animal Print

The popular-at-retail **animal print** is still emerging in the blanks world & it's *here to stay*. Leopard, Reptile, Cow, & Zebra are ready for Summer Fun!

## 3. Novelty Prints

Where *imagination rules*! Stripes, stars, and all over just unique prints.

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**1. W23718** MV Sport Women's Sueded Fleece Tie-Dyed Crop Hooded Sweatshirt.

**2. 3816** LAT Curvy Collection Women's Fine Jersey Tee.

**3. 8871** J. America Triblend Fleece Hooded Sweatshirt.





**8852**  
**J. America**  
Triblend  
Fleece Blanket



**SP400**  
**Sportsman**  
Tie-Dyed  
Dad Cap



**8853**  
**J. America**  
Women's  
Crop Hooded  
Sweatshirt



**W23718**  
**MV Sport**  
Women's Sueded  
Fleece Tie-Dyed Crop  
Hooded Sweatshirt



**TD800**  
**Q-Tees**  
Tie-Dyed  
Canvas Bag



**8856**  
**J. America**  
Women's  
Fleece Shorts



**1545**  
**Comfort Colors**  
Colorblast Crewneck  
Sweatshirt

## Crystal Tie-Dye

Call it old-fashioned or call it cool. Either way, it's calling you. Tie-Dye will never stop being a mainstream trend. From small, simple cuff or hemline to bold full chest – get creative with decoration on this new take on tie-dye. **Who's calling first dibs?**

- ☒ Lifestyle brands    ☒ Teams & school staff    ☒ E-retailers





Model Pictured:  
W23718 MV Sport Women's Sueded  
Fleece Tie-Dyed Crop Hooded Sweatshirt.



**PRM4500TD**  
**Independent Trading Co.**  
Midweight Tie-Dyed  
Hooded Sweatshirt



**681VR**  
**Dyenomite**  
Blended Tie-Dyed  
Sweatshirt



**1070**  
**Alternative**  
Cotton Jersey  
Go-To Tee



**340CR**  
**Dyenomite**  
Infant Crystal  
Tie-Dyed Onesie



**973VR**  
**Dyenomite**  
Dream Tie-Dyed  
Sweatpants



**INDDUFBAG**  
Independent Trading Co.  
29L Day Tripper  
Duffel Bag



**1940**  
**Alternative**  
Women's Eco-Jersey  
Ideal Tee



**6926**  
**LAT**  
Elevated  
Basic Hoodie



**6885**  
**Mega Cap**  
Leopard Fashion  
Trucker Cap

## Animal Print

Animal Print lovers can be found across all walks of life. There's a reason it never really disappears. Don't be shy – the adventurous nature of Summer makes now the perfect time to give it a try. If you love **simple & subtle branding** on **fashion forward styles** – this trend is for you.



**Model Pictured:**  
3816 LAT Curvy Collection Women's  
Fine Jersey Tee. INDDUFBAG Independent  
Trading Co. 29L Day Tripper Duffel Bag.





**4424**  
**Rabbit Skins**  
Infant Fine Jersey  
Bodysuit



**W22713**  
**MV Sport**  
Women's Sueded  
Fleece Quarter-Zip  
Sweatshirt



**3516**  
**LAT**  
Women's Fine  
Jersey Tee



**3816**  
**LAT**  
Curvy Collection  
Women's Fine  
Jersey Tee



**JANET**  
**Infinity Her**  
Women's  
Animal Print Mesh  
Back Cap



**3321**  
**Rabbit Skins**  
Toddler Fine Jersey Tee



**6901**  
**LAT**  
Fine Jersey Tee



**W22712**  
**MV Sport**  
Women's Sueded Fleece  
Crewneck Sweatshirt



**4424**  
**Rabbit Skins**  
Infant Fine  
Jersey Bodysuit



**112P**  
**Richardson**  
Patterned Snapback  
Trucker Cap



**A574**  
**adidas**  
Pine Tree  
Polo



**W21721**  
**MV Sport**  
Women's Striped Fleece  
Boxy Hooded Sweatshirt



**BM6624**  
**Boxercraft**  
Harley Flannel  
Pants



**1940**  
**Alternative**  
Women's Eco-Jersey  
Ideal Tee



**4209**  
**Badger**  
Reverse Ombre  
T-Shirt

## Novelty Prints

Traditional **stars & stripes** are ready-on-deck for the *holidays of Summer* or grab the perfect **poolside prints** that resorts and lifestyle brands should take full advantage of.

*Choose from:*

- ☒ Bold white, jet black, or tone-on-tone decoration looks great on prints.
- ☒ Tonal distressed decoration pairs well with patterns.
- ☒ Foil print pops on stripes.





Model Pictured:  
8871 J. America Triblend  
Fleece Hooded Sweatshirt.



**IND4000**  
**Independent Trading Co.**  
Heavyweight Hooded  
Sweatshirt



**X210R**  
**Imperial**  
Alter Ego Cap



**231**  
**Paragon**  
Panama Colorblocked  
Long Sleeve T-Shirt



**8871**  
**J. America**  
Triblend Fleece  
Hooded Sweatshirt



**3929**  
**Code Five**  
Star Print Tee



**1927ea**  
**Alternative**  
Women's Printed Meegs  
Eco-Jersey Racerback Tank

# Summer Color Trends



**1. IND20PNT** Independent Trading Co. Midweight Fleece Pants in Mint. **2. GB510** The Game Ultralight Cotton Twill Cap in Sea Breeze. **3. 3930R** Fruit of the Loom HD Cotton Short Sleeve T-Shirt in Sweet Cream Heather. **4. 3400** Colortone Tie-Dyed Racerback Tank Top in Unicorn. **5. 3501** BELLA + CANVAS Unisex Jersey Long Sleeve Tee in Strobe. **6. S700** Champion Powerblend® Hooded Sweatshirt in Wow Pink.



# Make a *Splash* with Summer Color.

## 1. The New Neutrals

Warm and earthy for the events of summer, but their timelessness make them a priceless branding go-to.

## 2. Muted Pastels

Showing up to remind us of the lighter, dreamier, playful side of life. How about a “Be Kind” kind of movement?

## 3. Vibrant Brights

The *pop* needed to reimagine, refresh & reinspire engagement with any brand.

- 
- 1. GB452R** The Game Everyday Rope Trucker Cap. **502** Tultex Premium Cotton T-Shirt. **3724** BELLA + CANVAS Sweatshorts. **SC200** SOCCO USA-Made Solid Crew Socks.
- 2. 3518** LAT Women's Boxy Tee. **IND20PNT** Independent Trading Co. Midweight Fleece Pants.
- 3. 6500M** M&O Unisex Vintage Garment-Dyed T-Shirt.





**3231**  
**DRI DUCK**  
Woodend Cap



**502**  
**Tultex**  
Premium Cotton  
T-Shirt



**6014**  
**Comfort Colors**  
Garment-Dyed  
Heavyweight  
Long Sleeve T-Shirt



**3724**  
**BELLA + CANVAS**  
Sweatshorts

**Trend Alert!**  
Wear all the  
shades in one look,  
monochrome fashion  
isn't going anywhere  
anytime soon.

## The New Neutrals

What was once considered the cool and casual — white, black, and gray — just got **earthier, warmer, and even more versatile.** Withstanding all seasons, the new neutrals pairing options are endless. **Look for Golds, Browns, Olives, Rusts, Sands, & Creams.**

**Model Pictured:**  
502 Tultex Premium Cotton  
T-Shirt. GB452R The Game  
Everyday Rope Trucker Cap.  
SC200 SOCCO USA-Made Solid  
Crew Socks. 3724 BELLA +  
CANVAS Sweatshorts.





**3930R**  
**Fruit of the Loom**  
HD Cotton Short Sleeve  
T-Shirt



**64000**  
**Gildan**  
Softstyle® T-Shirt



**3413**  
**BELLA + CANVAS**  
Triblend Tee



**6600**  
**Next Level**  
Women's CVC  
Relaxed T-Shirt



**GB452R**  
**The Game**  
Everyday Rope  
Trucker Cap



**BW6101**  
**Boxercraft**  
Women's  
Olympia Shorts



**4810**  
**Burnside**  
Youth Flannel  
Jogger



**5083**  
**Next Level**  
Women's Festival  
Crop Tank



**OFA**  
**Legacy**  
Old Favorite  
Trucker Cap

## *The New Neutrals* **Warm Up Branding**

Person to person, function to function, market to market — the New Neutrals branding opportunity **won't expire with this season.** From company retreats to summer camps to lake life — the events of summer put these earthy tones front and center.







**Q800**  
**Q-Tees**  
Promotional Tote



**4400**  
**Rabbit Skins**  
Infant Baby  
Rib Bodysuit



**4420**  
**Augusta Sportswear**  
Three-Quarter Raglan Sleeve  
Baseball Jersey



**2006CVC**  
**American Apparel**  
Unisex CVC V-Neck Tee



**i1002**  
**CAP AMERICA**  
Relaxed Golf Hat

*Retro High  
Socks are  
making a major  
comeback, even  
in the summer  
paired with your  
favorite slides.*



**Model Pictured:**  
502 Tultex Premium  
Cotton T-Shirt. SC200 SOCCO  
USA-Made Solid Crew Socks.  
3724 BELLA + CANVAS  
Sweatshorts.



**IND20PNT**  
**Independent Trading Co.**  
Midweight Fleece Pants



**3518**  
**LAT**  
Women's  
Boxy Tee



**W23716**  
**MV Sport**  
Women's Sueded  
Fleece Colorblocked  
Crop Hooded  
Sweatshirt



**6901**  
**LAT**  
Fine Jersey  
Tee



**4980**  
**Hanes**  
Perfect-T  
T-Shirt

## Muted Pastels

As the requirement for versatility increases, pastels continue to rise and become more subdued. Think soft and light yet remaining playful by nature. **Look for Sky Blues, Minty Greens, Peachy Pinks, Lilacs & Lavenders, and Daisy-like Yellows.**

**Model Pictured:**  
3518 LAT Women's  
Boxy Tee. IND20PNT  
Independent Trading Co.  
Midweight Fleece Pants.



**Trend Alert!**  
Tonal doesn't  
have to be  
muted. Make it  
playful in this  
total Mint green  
look, perfect  
for summer  
lounging.



**3930R**  
**Fruit of The Loom**  
HD Cotton Short  
Sleeve T-Shirt



**QTB**  
**Q-Tees**  
Economical  
Tote



**W23711**  
**MV Sport**  
Women's French Terry Short  
Sleeve Crewneck Pullover



**CHARLIE**  
**Infinity Her**  
Women's Modern  
Trucker Cap



**3339**  
**Rabbit Skins**  
Toddler Flutter  
Sleeve Tee



**GB510**  
**The Game**  
Ultralight Cotton  
Twill Cap



**GDH125**  
**ComfortWash**  
Garment-Dyed Women's  
V-Neck T-Shirt



**3400**  
**Colortone**  
Tie-Dyed Racerback  
Tank Top

## Muted Pastels

# Limited-Edition Branding

Summer, Summer, Summer vibes. What eases you into the tranquility of a perfectly warm summer's day than these muted pastels. Give the brand a *refresh* with colors that carry from spring into summer. Offer a limited edition in that perfect muted summer pastel.





The cropped fit is still trending. This boxy tee combines the cropped fit with the versatility of a tee you can tuck.



**9360**  
**Comfort Colors**  
Garment-Dyed  
Heavyweight  
Tank Top



**229**  
**Paragon**  
Montauk Oceanic Fade Performance  
Long Sleeve T-Shirt



**3001**  
**BELLA + CANVAS**  
Jersey Tee



**1174**  
**Alternative**  
Women's Cotton  
Jersey Go-To Crop  
Muscle Tank



**IND20SRT**  
**Independent Trading Co.**  
Midweight Fleece Shorts

**Model Pictured:**  
3518 LAT Women's  
Boxy Tee. IND20PNT In-  
dependent Trading Co. Mid-  
weight Fleece Pants.



**S700**  
**Champion**  
Powerblend®  
Hooded Sweatshirt



**5100**  
**C2 Sport**  
Performance T-Shirt

*Coral continues to be one of the favorite hues of the summer, it's bright and fun and elevates your basic t-shirt.* ↪



**SP500**  
**Sportsman**  
Pigment-Dyed Cap



**BW2401**  
**Boxercraft**  
Women's  
Willow T-Shirt

## Vibrant Brights

These colors are bold and fearless. Led by **experimentation** and **individualism**, these bright colors are not lacking energy. This color trend is ready to encourage *freedom of expression* and bring any vision, vibe, or mood to life. **Look for Neons, Oranges, Reds, Greens,** and the Pantone Color of the Year 2023 — **Viva Magenta**

**Model Pictured:**  
6500M M&O Unisex Vintage  
Garment-Dyed T-Shirt.





**T600**  
**Q-Tees**  
Hemmed  
Fingertip Towel



**4980**  
**Hanes**  
Perfect-T T-Shirt



**1717**  
**Comfort Colors**  
Garment-Dyed  
Heavyweight T-Shirt



**3537**  
**LAT**  
Women's Football  
V-Neck Fine Jersey Tee



**506CR**  
**Alleson Athletic**  
Reversible Tank



**ANDY**  
**Atlantis Headwear**  
 Sustainable  
 Fine Rib Knit



**5320**  
**Rabbit Skins**  
 Infant Baby  
 Rib Dress



**A554**  
**adidas**  
 3-Stripes  
 Quarter-Zip  
 Sweater



**6500M**  
**M&O**  
 Unisex Vintage  
 Garment-Dyed  
 T-Shirt

## *Vibrant Brights* **Brand the Town Bright!**

- ✓ 5Ks and Field Days
- ✓ Summer Fundraising Events
- ✓ Little League – Players & Fans
- ✓ Family Reunions





**Trend Alert!**  
Merchandise  
separate pieces  
into perfectly  
mismatched  
sets to increase  
branding  
opportunities.



**FOA402993**  
**Oakley**  
Team Issue  
Hydrolux Polo



**CS3004**  
**Champion**  
Fanny Pack



**5100**  
**Bayside**  
USA-Made T-Shirt



**6051**  
**Next Level**  
Unisex Triblend  
Three-Quarter  
Raglan T-Shirt



**6030**  
**Comfort Colors**  
Garment-Dyed  
Heavyweight  
Pocket T-Shirt

**Model Pictured:**  
6500M M&O Unisex Vintage  
Garment-Dyed T-Shirt.  
PRM20SRT Independent  
Trading Co. Women's  
Lightweight California Wave  
Wash Sweatshorts.

