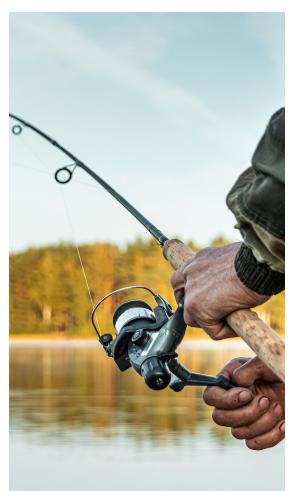


STYLE GUIDE













Falling for Merch this Autumn Season

Aren't you glad you live in a world where there are Octobers? The leaves begin to fall from the trees, the air gets cooler and crisper, and the nights return earlier in the day to slow you down. Nature is calling you to get comfy & cozy while also enjoying the good things in life with good people and great style. Huddle up, it's time for campfire stories about the **Styles of Fall** — where they will go, things they will do, and who they will meet along the way.

The Best Part of it All?

When you pair you and your customers' brand with these styles, you will be creating the perfect stage for the most memorable moments of stories that will be told time & time again.

For the students & staff heading back to school....

For the athletes & coaches on and off the field...

For the college students, parents, & alumni repping their mascot everywhere...

For the spirit leaders from the tailgate to the stands...

For the fundraisers, turkey trotters, and volunteers...

For the festival & fairgoers & fisherman too...

& even for the sports fanatics...

We've got style curated & ready to create your vision.



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

Back-To-Schoo Essentials



1. 340CR Dyenomite. 2. BW8501 Boxercraft. 3. A585 adidas. 4. 97CR JERZEES. 5. 134 Richardson. 6. BM6624 Boxercraft. 7. FOS900544 Oakley.

School is Back in Session!

1. On the Field & Sidelines

From practice to game day, grab the latest gear and sport it with pride.

2. Coaches & Staff

From uniforms to everyday mascot merch, showing up in logoed apparel & accessories is a no-brainer.

3. In the Stands

For the self-proclaimed spirt leaders, color the stands in fan gear that's essential for game day.

4. Tail-Gate Favorites

Whether homecoming, senior night, or any Friday night lights – the best parking lot party starts with photoworthy spiritwear.

5. Clubs & Committees

From student council to competitions, top quality apparel is a school reputation booster.

6. Bookstore

As students buy textbooks & supplies, they keep their eyes out for new branded apparel.

7. Greek Life

Fraternities & Sororities count on apparel & accessories to keep them ahead of the trends for any week of

1. 8808PF Alternative. 5773 Liberty Bags. BW6301 Boxercraft. 2. 3501 BELLA+CANVAS. **IND20PNT** Independent Trading Co. FOS901071 Oakley.





Choose from top brands with high performing styles, innovative & functional fabrics, classic & fashion-forward team silhouettes. Pair with your school name, colors, and mascot and be ahead of the field.

✓ Intramural ✓ Practice & Training

✓ Warm-Ups

✓ Game Day

3906 Liberty Bags. 1404 Badger. 1475 Badger. 750E Alleson Athletic. 610SLY Alleson Athletic. 3SOC2Y Alleson Athletic.







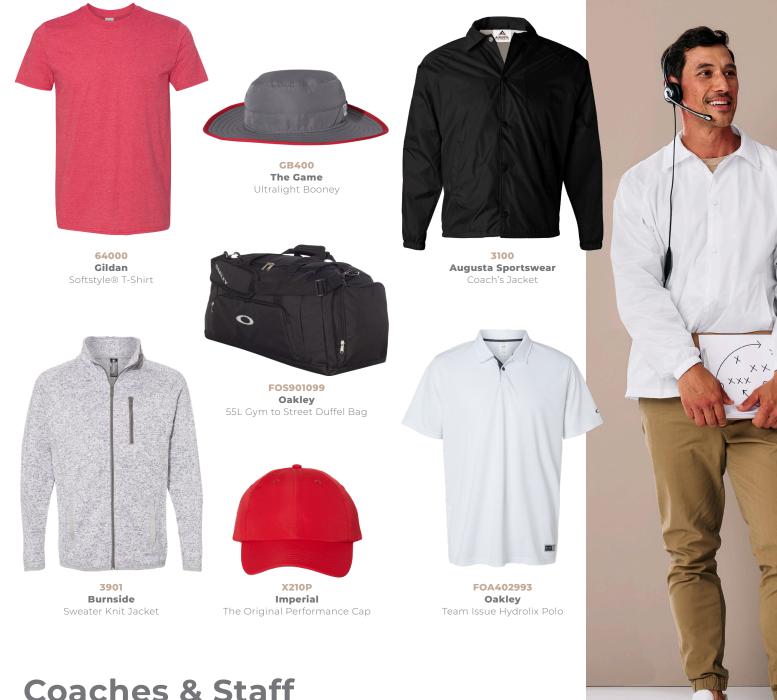
Badger B-Core 5" Pocketed Shorts



Oakley Team Issue Podium Quarter-Zip Pullover



FOS900546 Oakley 5L Travel Pouch



Coaches & Staff

The workforce overall has gone from "business casual" to "business comfort," and school staff is no different. Providing on-trend, comfortable school staff uniforms is key. Accessories and apparel are also great gifts to show teacher and staff appreciation.





CHP190 Champion Sport Quarter-Zip Pullover



A483 adidas Women's 3-Stripes Double Knit Full-Zip



222830 Holloway Momentum Hooded Long Sleeve T-Shirt



3012 Burnside Polar Fleece Vest



104 Paragon Women's Saratoga Performance Mini Mesh Polo



SP04 Sportsman Knit Scarf



Comfort Colors Garment-Dyed Heavyweight Long Sleeve T-Shirt



In the Stands

Spiritwear can be a game changer. Providing a diverse range of fashion forward styles with school logos will put your program a cut above the rest. Adding color, prints, and fits for everyone with full ability to customize for parents and family members is fundamental for making your spiritwear photo-worthy!





RichardsonStripe Pom
Cuffed Beanie



Augusta Sportswear Satin Baseball Jacket Striped Trim



6937 LATFootball Fine Jersey Tee



340CR
Dyenomite
Infant Crystal
Tie-Dyed Onesie



VC21 Valucap ValuMask Bandana



J. America Varsity Fleece Crewneck Sweatshirt



T18 Q-TeesBudget
Rally Towel



FT006
Liberty Bags
Folding Stadium Seat



Q4250 **Q-Tees** Full-Length Apron with Pouch Pocket



7009 **Liberty Bags** Clear Boat Tote



adidas Fleece Crewneck Sweatshirt



RKL12 **CAP AMERICA** USA-Made Striped Beanie

Tail-Gate Favorites

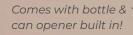
Looking for the ultimate tailgate checklist? The right apparel and accessories will top off the spirit of game day, whether grilling and chilling or hosting a little friendly competition. For endless branding impressions, choose preferred products that will see use game after game.

The Top Picks:

✓ Roll-Up Blankets
✓ Fold-Up Chairs

✓ Clear Bags

✓ Grilling Accessories







Product Featured: 8815 J. America.





FT001 Liberty Bags Can Holder



1695 Liberty Bags Joseph 12-Pack Cooler



3518 LAT Women's Boxy Tee





FT002 **Liberty Bags** The All-Star Chair



8718 **Alpine Fleece** Roll Up Blanket



9210550DM Oakley 22L Enduro Backpack



Gildan DryBlend® Jersey Polo



Gildan Ultra Cotton® Long Sleeve T-Shirt



Burnside Fleece Joggers

Clubs & Committees

School clubs & committees are the essence of school events and school spirit, and always seem to be the influencers of a clever themed t-shirt. From club names to silly puns and imagery, to promoting an event or fundraiser the club is hosting, these are the styles students, staff, and parents will have their eyes on.

V Band

✓ PTA & Booster Club

✓ Student Council

Academic Competition Teams







110M Flexfit 110® Mesh-Back Cap



RKS9 CAP AMERICA USA-Made Static Beanie



adidas Shoulder Stripe Quarter-Zip Pullover



NuBlend® Hooded Sweatshirt



202 TultexUnisex Fine Jersey T-Shirt



BM6624 Boxercraft Harley Flannel Pants



J. America Epic Sherpa Blanket



FOS901071 Oakley 23L Nylon Backpack



Champion Women's Powerblend® Crewneck Sweatshirt



A436 adidas

Fleece Joggers



high fashion!

W23720 **MV Sport** Women's French Terry Hooded Sweatshirt



4430 **Rabbit Skins** Infant Baseball Fine Jersey Bodysuit



Women's Panorama™ Snap Fleece Jacket



Bookstore

When you are a part of a school, you are a part of a tribe, and you want to wear it proudly even years beyond graduation. The bookstore is a hot spot for selling school merch. Have new styles in rotation for students buying their textbooks, parents visiting campus, and alumni looking to rep their alma mater.





A585 adidas Camo Chest Print Polo



700 Paragon Hatteras Performance Short Sleeve Fishing Shirt



AFX90UNZ Independent Trading Co. Lightweight Full-Zip Hooded Sweatshirt



4700 47 Brand Clean Up Cap



A376 adidas Sport T-Shirt



BW6301 Boxercraft Women's Luna Leggings



5770 **Liberty Bags** Tammy Waffle Weave Spa Bag



2094 Kastlfel Rooney Pigment Dyed Dad Hat



GDH100 ComfortWash Garment-Dyed T-Shirt



Women's Sueded Fleece Tie-Dyed Crop Hooded Sweatshirt



Next Level Apparel Women's Festival Crop Top

Greek Life

College students are lifetime brand ambassadors, trend setters, and recruiters. The perfect mix of trendy and timeless styles will ensure your brand is seen for years to come, on and off campus.

✓ Off-Campus School Breaks ✓ Rush Week

✓ Philanthropy Events

✓ Greek Week

Parents Weekend



Product Featured: 222598 Holloway. 223504 Holloway. SC100 SOCCO. 8333 Colortone. 8999 Colortone.





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



3724 **BELLA+CANVAS** Sweatshorts



PRM3500 **Independent Trading Co.** Midweight Pigment-Dyed Crewneck Sweatshirt



Q611 Q-Tees 25L Zippered Tote



Women's Everest Half Zip Pullover



8852 J. America Tri-blend Fleece Blanket



1. CHP200 Champion. 2. 9595ZT Alternative. 3. 2092 Kastlfel. 4. 2001CVC American Apparel. 5. A552 adidas. 6. 6017 Imperial. 7. 8860R Liberty Bags.

Sustainability One T-Shirt at a Time

Fall into eco-friendly fashion picks this season! Opportunity is endless to pair logos with sustainable cool weather layering staples.

Made from recycled jeans!

2



1. A572 adidas. 8800PF Alternative. A678S adidas. 2. NELSON Atlantis Headwear. 9575 Alternative. S800 Q-Tees. CHP120 Champion.



Alternative Challenger Lightweight Eco-Washed French Terry Hooded Pullover



American Apparel Unisex CVC Three-Quarter Sleeve Tee



CHP200 Champion Sport Joggers



Kastlfel Seabass Trucker Cap



6863 **Augusta Sportswear** Eco Revive™ Micro-Lite Fleece Quarter-Zip Pullover



Liberty Bags Nicole Recycled Tote



A573 adidas Women's Puffer Vest





Product Featured: A572 adidas. 8800PF Alternative. A678S adidas.

Simplicity is **More Sustainable**

Part of sustainability is about longevity and how long a product can or will be reused. Simplistic design is one way to ensure maximum use of your branded product. Thoughtful decoration is another. With consumers wanting products that match their values, items that are message-driven sell better than items that are only brand-driven. Pairing a brand with a message that resonates is key.





A524 adidas Hooded Full-Zip Windbreaker



Hanes Ecosmart® Crewneck Sweatshirt



400 SoftShirts Organic T-Shirt



Q-Tees Sustainable Canvas Bag



NELSON Atlantis Headwear Sustainable Knit



FALL 2023 | **22**



5103 **Alternative** Vintage Jersey Keeper Ringer Tee



Richardson Recycled Performance Cap



adidas Women's Heather Block Full-Zip Wind Jacket



Atlantis Headwear Sustainable Beanie



JERZEES Premium Eco Blend Ringspun Hooded Sweatshirt

Thoughtful Decoration

Use the larger real estate on your product for a powerful message or creative design, and make your logo more subtle in the top decoration areas:

✓ Left Sleeve

✓ Bottom Hem

✓ Back Neck

✓ Collar







2001CVC American Apparel
Unisex CVC Tee



6017 Imperial Tha Baniff Knit



A515 adidas Women's Ultimate Solid Polo



adidas Lightweight Quarter-Zip Pullover



9881 Alternative Eco-Fleece Dodgeball Pants

Outdoor Recreation (5) 2 3 6 7

1. 101165 Columbia. 2. EXP560V Independent Trading Co. 3. 5034 DRI DUCK.
4. 3702 DRI DUCK. 5. LP53 Dickies. 6. SHORE Atlantis Headwear. 7. 1048 DRI DUCK.

Breathe in the Great

Outdoors

1. Hunting & Fishing

Promote your brand to those who are "hunting, fishing & loving every day," or add outdoor recreational apparel to award & incentive programs.

2. Camping & Hiking

The crisp air of autumn is luring us outside. Having the right gear makes it easy to say "yes" to the adventures ahead.

3. Off-Duty Workwear Edit

The "Outdoorsy" look without actually being outdoors.
Utilitarian wear is making a major splash and it isn't just for working on the job site. It's being seen in Breweries to the Surf and Skate market.

1. 8210 Burnside. 64STTX Russell Athletic. 92983ODM Oakley. BW6301 Boxercraft. SC200 SOCCO.

2. 3523 DRI DUCK. **5325** DRI DUCK. **SF500** Gildan. **1036** DRI DUCK.

3. SN20W Kati. 9345 DRI DUCK.





X210P **Imperial** The Original Performance Cap



186463 Columbia Powder Lite™ Hybrid Jacket



AWB Quickflip 2-in-1 Dryflip Windbreaker



FOS901101 Oakley 22L Dry Bag

Camping & Hiking

The Top Picks:

☑ Dry Bags

✓ Moisture-Wicking Fabrics

✓ Backpacks

✓ UPF Protection

✓ Layering Items







1691 **Liberty Bags** Joe 6-Pack Cooler



174803 Columbia Powder Lite™ Vest



929830DM Oakley 32L Method 1080 Backpack



SHORE Atlantis Headwear Sustainable Cable Knit



8620 Burnside Quilted Flannel Hooded Jacket



8854 J. America Triblend Fleece Joggers



LCB08 Kati 8" Licensed Camo Knit Beanie



7352 DRI DUCK Denali Mountain Fleece Pullover



DRI DUCK Laramie Power Move Jacket



DRI DUCK Trek Canyon Cloth™ Vest

Hunting & Fishing

Fishing and hunting are long-standing institutions in the United States. Not only are they hobbies enjoyed by millions, fishing and hunting are important contributors to the country's massive outdoor recreation economy. Consumer spending on outdoor recreation contributes \$887 billion to the U.S. economy, employs 7.6 million Americans and more than \$63.1 billion in retail spending can be attributed to fishing and hunting. Utilize outdoor promotional products for:

✓ Company Stores ✓ Hunting & Fishing Days

✓ Pro Shops

✓ Lifestyle Brands



SN20W Kati. 9345 DRI DUCK. 5561 Liberty Bags. 3353 DRI DUCK. 163926 Columbia. 7035 DRI DUCK.





111P Richardson Washed Printed Trucker Cap



1193-1194 Kishigo Economy Single Pocket Hook & Loop Mesh Vest



3702 **DRI DUCK** Packable Booney



702 Paragon Kitty Hawk Performance Long Sleeve Fishing Shirt



101165 Columbia PFG Bahama™ II Short Sleeve Shirt



5561 **Liberty Bags** Camo Camping Cooler



DRI DUCK Crossfire Heavyweight Power Fleece Hooded Jacket with Thermal Lining



W120 Hanes Workwear Long Sleeve Pocket T-Shirt



LP53 **Dickies** Premium Ultimate Cargo Pants



3523 **DRI DUCK** Coleman Beanie

Off-Duty Workwear Edit

Utilitarian wear is huge for 2023, and it's not just for on the job-site. Cargo pants, brown beanies, jumpsuits, workwear-inspired vests are marrying function and fashion in the coolest way.

Top Picks For:

✓ Breweries

✓ Surf & Skate

✓ Lifestyle Brands
✓ Extreme Sports



Trend Alert!
Cargo has returned.
Pockets, pockets
and more pockets
are huge in jackets
and pants!



WS50-D DickiesTraditional Heavyweight T-Shirt



\$535
Dickies
Industrial Short Sleeve Work Shirt



5037 DRI DUCKEndeavor Canyon Cloth™ Canvas Jacket with Sherpa Lining



1048 DRI DUCK Commuter Bag



EXP560V Independent Trading Co. Insulated Canvas Workwear Vest



3339
Dickies
Short Sleeve Coverall



8512 BELLA+CANVAS.
 3523 DRI DUCK.
 DO2 Boxercraft.
 193910 Weatherproof.
 3001CVC BELLA+CANVAS.
 W207359 Weatherproof.
 1036 DRI DUCK.
 1036 DRI DUCK.

Layering Up for Fall

What's better than one item with your brand on it? Layers on layers of classic styles paired together that will carry through season after season. Whether the agenda is full of fall festivities and outdoor adventures or game days and tailgates, the options for essential layering pieces to transition to cooler days and breezier nights is vast.

1. Base Layers

Your basic lightweight option that can be worn alone or as the first layer of your outfit. Think tees in bold fall colors and patterns that can easily transition to other seasons.

2. Secondary Layers

Your middle layer. Think vests, flannels, shirt-jackets and quarter-zips. You can stop there or add an outer layer.

3. Outer Layers

A protective outerwear piece that is both functional and fashionable. From soft shells to puffers.

- 1. BW8102 Boxercraft. 5080 Next Level Apparel.
- 2. A605S adidas. 169800 Columbia. 3719 BELLA+CANVAS. IND20PNT Independent Trading Co.
- 3. 200BW Dyenomite.





Boxercraft Women's Harper Long Sleeve Henley



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



Alternative Vintage Jersey Keeper Hooded Pullover



2016 Kastlfel Unisex RecycledSoft™ Long Sleeve T-Shirt

Base Layers

The Top Picks:

✓ Tanks

✓ Henleys

✓ T-Shirts

✓ Long Sleeves





Fruit of the Loom HD Cotton™ Jersey Hooded T-Shirt



3001CVC BELLA+CANVAS CVC Jersey Tee



6211 **Next Level Apparel** Unisex CVC Long Sleeve T-Shirt



Gildan

Softstyle® Midweight T-Shirt

L06 **Boxercraft**

Women's Cuddle Fleece Boxy Crewneck Pullover

Trend Alert! Watch out tie-dye, bleach wash is taking over!



3525 LAT Women's Weekend Fleece



J. America Quilted Snap Pullover



W207359 Weatherproof Women's Vintage Diamond Quilted Vest



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

Secondary Layers

The Top Picks:

✓ Vests

✓ Fleece

✓ Flannels

Shackets

Product Featured: GDH425 ComfortWash by Hanes. BW8102 Boxercraft.





EXP50F Independent Trading Co. Flannel Shirt



Sponge Fleece Full-Zip Hoodie



173801 Columbia Pike Lake™ Vest



Columbia Hart Mountain™ Half-Zip Sweatshirt



195411 Columbia Sweater Weather™ Half-Zip



W23720 MV Sport Women's French Terry Hooded Sweatshirt



Burnside Women's Polar Fleece Full-Zip Jacket



211136 Weatherproof PillowPac Puffer Jacket



EXP94NAW Independent Trading Co. Nylon Anorak



DRI DUCK Motion Soft Shell Jacket

Outer Layers

The Top Picks:

V Puffers ✓ Polar & Sherpa Fleece

✓ Softshells ✓ Rain Jackets & Windbreakers



Trend Alert! Comfort is king. Layering can be cozy and cool!



Columbia Rugged Ridge™ II Sherpa Fleece Full-Zip



adidas Women's Heather Block Full-Zip Wind Jacket



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



5335 **DRI DUCK** Torrent Waterproof Hooded Jacket



193910 Weatherproof Vintage Hooded Rain Jacket

Product Featured: A605S adidas. 3719 BELLA+CANVAS. IND20PNT Independent Trading Co.

Fall Fall



1. 1475 Badger.
 2. 7503 BELLA+CANVAS.
 3. 5210 Burnside.
 4. 4400 Rabbit Skins.
 5. CASSIE Infinity Her.
 6. 200CR Dyenomite.
 7. 143R Richardson.
 8. QTB6000 Q-Tees.

Celebrate Fall Fun!

1. Fundraisers & Fun Runs

Every event needs unique apparel and accessories to commemorate and help support the cause.

2. Fall Festivals

These fests represent a last chance for communities to pack in some fun before the the perfect way to promote the event.

3. Professional Sports Merch

Whether you're cheering on your favorite team or wearing the merch around town – it's not only for the games anymore.

- 1. 4437 Rabbit Skins.
- 2. 5210 Burnside.
- 3. 506CRY Alleson Athletic. 6201 LAT. PRM16PNT Independent Trading Co.





Valucap Adult Bio-Washed Classic Dad Hat



JERZEES NuBlend® Hooded Sweatshirt



Value Drawstring Backpack



4800 M&O Gold Soft Touch T-Shirt



Next Level Apparel Unisex Triblend Three-Quarter Raglan T-Shirt

Fundraisers & Fun Runs

Check out fun apparel & accessories to give supporters a reason to huddle up and snap a photo while giving, volunteering, or participating. From walk-a-thons to running a 5K, gear up and get ready to raise more this season.

✓ Turkey Trots

✓ Breast Cancer Awareness Month

✓ Volunteer Days

✓ Giving Tuesday





5700 Champion. 1425 Augusta Sportswear. SC100 SOCCO. EXP60PAZ Independent Trading Co. 8430 BELLA+CANVAS. 8888 Liberty Bags. CHP120 Champion.



190 Tultex Women's Poly-Rich Racerback Tank Top



Richardson Chunky Cable with Cuff & Pom Beanie



5104 C2 Sport Performance Long Sleeve T-Shirt



Badger Performance Fleece Joggers









Youth Fine Jersey Tee



Q4350 **Q-Tees** Full-Length Apron with Pockets



Holloway Eco Revive™ Ventura Soft Knit Joggers

Fall Festivals

Whether you need a branded flannel to style the scarecrow for orchard, patch, and store displays, or your customer is more lively in nature, these burnt hues, cozy styles, and creative accessories are ready to showcase a season full of flavor and festivity.

✓ School Carnivals
✓ Chili Cook-Offs

✓ County Fairs

✓ Oktoberfest and Harvest Fest



Trend Alert!



QTB6000 **Q-Tees** Economical Tote with Contrast-Color Handles



CASSIE

Infinity Her Women's Pigment-Dyed Fashion Undervisor Cap



socco USA-Made Striped Crew Socks



5210 Burnside Women's Yarn-Dyed Long Sleeve Flannel Shirt



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



SP07 Sportsman



Women's Lightweight Crop Hooded Sweatshirt



Satin Baseball Jacket Striped Trim



TKN24 **CAP AMERICA** USA-Made 12" Cuffed Beanie

Professional Sports Merch

Professional sports merch is trending at retail and streetwear right now. Whether buying for the sports fanatic to cheer on and rep their favorite team or for the fashion-forward influencer, grab this gear this season!

The Top Sports in Fall/Winter:

✓ Football

✓ Basketball

√ Soccer

✓ Hockey







1566 **Comfort Colors** Garment-Dyed Sweatshirt



FT007SC **Liberty Bags** 12 oz. Neoprene Slim Can and Bottle Holder



112 Richardson Snapback Trucker Cap



8830 J. America Sport Lace Hooded Sweatshirt



6210 **Next Level Apparel** Unisex CVC T-Shirt

