

**DESTINATION  
FASHION**

***Branding***  
M E R C H A N D I S E

**1-800-466-4428**





*effortless style every day*



# TEES & FLEECE WE LOVE

Destination Fashion celebrates the styles that deliver elevated fit, feel, colors and sustainability. Come explore amazing options from these five favorite brands for your next event, employee apparel refresh or store assortment.



DT6001

**DISTRICT**



AL3000

**allmade**



NL5013

**NLA** NEXT LEVEL APPAREL



BC3001

**BELLA+CANVAS**



2007

**American Apparel**





# TODAY'S STYLE HEROES

*insights from our experts*



It wasn't so long ago that 'tee' and 'fashion' were words you rarely heard together. But our recent re-prioritizing of comfort, style and ease totally up-ended such thinking. Today, tees (short sleeve, long sleeve and tanks, too) are hailed as wardrobe heroes. They're worn confidently in nearly every situation, from a relaxed foundational layer for serious business to an easygoing solo artist at music fests."

**Vicki Ostrom**  
Trend Editor



Exceptional fit and feel. Advanced fabrications. Spot-on colors. Innovative approaches to sustainability. Here are the tees people reach for first whenever they want an updated look with effortless styling and comfort."

**Kara Johnson**  
Senior Merchandiser





2007



DM108

# FIT

*it's about what feels right*

**Tees continue their run as easy style favorites for work or play.** Especially the fashion-forward options with a soft feel and flattering fit for your shape and size, as well as colors and silhouettes that transition smartly across seasons.

**To ensure a roomier fit, a favorite hack is choosing a size larger.** Then just roll the sleeves, top with an unbuttoned woven or do whatever helps create that uniquely-you look.

“ **The women's tank has blown up into a key item.** With our weather heating up for longer stretches, going sleeveless offers greater mobility and cooler layering options. Plus with multiple silhouettes and accessible price points, tanks breezily adapt for everything from business to beach.”

—Vicki Ostrom Trend Editor



NL5080



DT154





# FABRIC

*the lowdown on look & feel*

“Our extensive work with these brands as well as deep dives into fabric manufacturing have given us amazing insight into what makes a great tee. Here’s a quick take on each fabric choice in our Destination Fashion selection.”

—Kara Johnson Senior Merchandiser

**CVC (Chief Value Cottons\*):** the softness and breathability of cotton, complemented by polyester’s ability to move with you and drape beautifully. Plus, CVC’s soft heathered look adds dimension for beautiful printing results.

\*Cotton makes up the greater percentage of a CVC blend.

**Four to Explore:** [BC3001CVC](#), [DM108](#), [DM1190L](#), [NL6210](#)

**Tri-blends:** exceptionally soft, flattering and elevated. In addition, these polyester/cotton/ rayon (or modal) styles offer a vintage look and smooth finish, making them popular for decorating and printing. With their win-win combo of buttery softness and great looks, tri-blends are top-of-the-stack faves that many customers find well worth their slightly higher price point.

**Five on the Rise:** [AL2004](#), [AL6009](#), [BC3413](#), [DM130](#), [NL6010](#)

**100% Cotton:** comfortable and breathable, with a light, soft feel. For the very softest, choose combed and ring spun cotton. Organic and recycled cotton are welcome options for customers wanting sustainable styles.

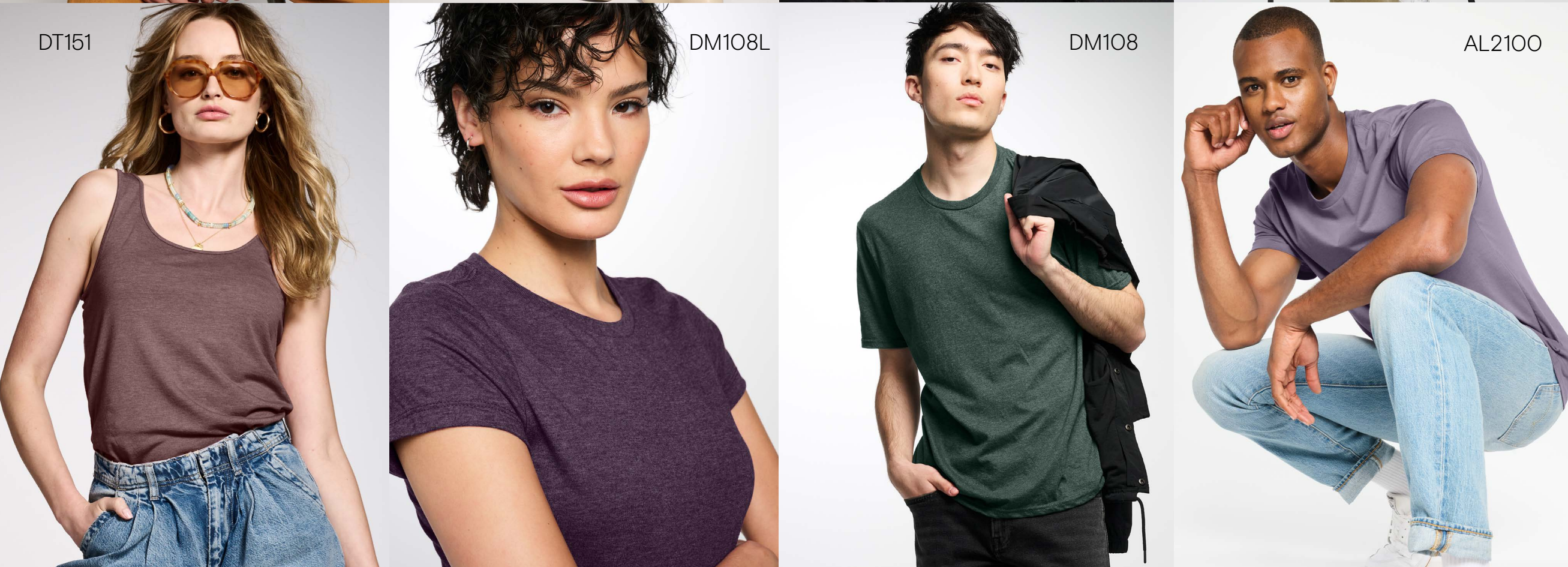
**Six Top Picks:** [1301](#), [AL3000](#), [BC3001](#), [DT104](#), [DT6000](#), [NL3600](#)



DM108

BC3001CVC





# COLOR

*time to go full spectrum*

Tees are overachievers when it comes to having a wardrobe full of color. So budget-friendly. So easy to style up or down. Here are five color heroes to get you started.

**NEW [District Wash™ Tees](#)** offer sun-drenched colors and the softest of fabrics. Plus, decorators love the clean, pristine printing surface.

Looking for trending colors? Check out **Bella+Canvas**. Their [CVC Tees](#) come in amazing heathers, while the [Jersey Tees](#) offer 50+ solids.

**[District® Very Important Tees®](#)** now come in 55 colors. The bigger palette is perfect for these super comfy combed ring spun cotton faves.

The color choices are definitely **[Next Level](#)** in these 100% cotton tees.

The crazy-soft **[Allmade® Tri-Blend family](#)** now offers up to 22 high-demand colors. Check out the latest styles, including a [Hoodie Tee](#).

“2024 color trends are built on foundational and knocked-back tones offering multi-season versatility and practicality. Think fresh variations on neutrals and nature colors, as well as brights and solids with that washed-and-worn feel.”

—Vicki Ostrom Trend Editor



DM108





AL3000

# SUSTAINABILITY

*tees that tread lightly*



## DISTRICT RE COLLECTION™

Born from scraps. 100% recycled. Never re-dyed. And priced to be in line with traditional tees. Every District® Re-Tee® is a sustainability superstar: [DT8000, DT8000Y, DT8001, DT8003](#)

## allmade.

Each Allmade® t-shirt helps you reduce your carbon footprint, save water and reduce waste. Check out the newest styles from their popular Tri-Blend family: [AL2020, AL6003, AL6009](#)

“More than ever, it's must-have in your product mix to offer quality sustainable options that are well priced. You need to show you're in sync with customers who strongly weigh sustainable sourcing and ethical manufacturing in their buying decisions.”

—Kara Johnson Senior Merchandiser

Within our Destination Fashion assortment, Allmade and District stand out for:

- use of organic, recycled and reclaimed materials
- C-FREE® styles (certified Carbonfree®)
- modern manufacturing facilities built from the ground up and designed for lower-impact
- benefitting and strengthening the communities surrounding their manufacturing facilities

**The newest sustainable superhero:**  
[Allmade® 100% Recycled Cotton Tee AL3000](#)

This 6 oz. heavyweight has an inspiring story. Made from 100% reclaimed pre-consumer cotton fibers and scrap, it's C-FREE®, has a really nice hand feel and comes in beautiful vintage-inspired colors.



# EFFORTLESS STYLE OPTIONS

*the best tees are ready for  
anything anytime*





# ONE TEE FIVE WAYS

Dress it up. Dress it down.  
This tee works for  
you all around.

**DIST  
RICT®**

DM1190L  
Women's Perfect Blend®  
CVC V-Neck Tee



SPC13



*weekend errands*

Looking good for  
brunch with friends,  
then shopping

2

L7620



*casual friday*

Sharp and smart,  
yet a little more relaxed  
for the 9-5

3

MM7201



*work ready*

Ready for business,  
but definitely not sacrificing  
comfort here

4



*date night*

Easy styling,  
but so on point

5



# ONE TEE FIVE WAYS

Dress it up. Dress it down.  
This tee works for you all around.



**DISTRICT®**

DT104  
Perfect Weight Tee

BC3739



*time to game*  
Ready for a long night of blasting space aliens with your crew

2

W676



*cruisin' to campus*  
Quick & easy with a fave cap, L/S denim and kicks

3



*headed to work*  
Overachievers that work hard but make it look easy

4



*date night*  
Effortlessly dressed, ready to impress

5



# TRENDING

*it's what's top of mind today*



“The things we’re fascinated by, mulling over and even worrying about are often big influencers on what we wear. Here’s a look at six trends born from what’s been on our minds lately and likely will continue to be this year.”

**Vicki Ostrom**  
Trend Editor





cool is key

1

**The Women's Tank: Your Emerging Hero Style**

The tank is now a core must-have. It's so friendly and flexible as a cool layering option – easy to dress up for business (under a blazer or cardigan) or relaxed for pleasure (worn all on its own or layered with an over-sized woven). Customers love the freedom of movement from going sleeveless, plus price points that encourage a closetful of colors and silhouettes.



**The Joy of Movement**

This trend is about being social while pursuing wellness. Like activities that let you and your friends chat while getting exercise. Music festivals with room to move and groove. Vacations with opportunities to meet new people as you walk, hike and explore. The joy of movement can happen anywhere in any part of our day, which translates into performance fashion styles for the office, as well as wardrobe staples that are sporty yet work socially,

2



think long term



**2024's Hero Hues: Colors with Balance, Versatility and Longevity**

With a growing need for budgeting and practicality for so many people, we're seeing a rise in foundational neutrals and gently muted tones built around balance, versatility and multi-season longevity. This includes the colors of nature, sunset tones, restorative hues, and new variations on greys, blacks and other neutrals. Even classic solids and "brights" are updating with softer, washed-and-worn treatments.

3







4

**An Intriguing Take on Sustainability**

Here's a point of view that's gaining momentum: the most sustainable piece of clothing is the one designed to last and wear well across multiple seasons, then still have life left for resale. It's another reason to choose from among our Destination Fashion tees and fleece, those styles whose look, fabric, fit and color are elevated, versatile and multi-seasonal.

*you be you*

**No More Trends? Or More Than Ever?**

Dive into social media these days, and you see fashion takes all over Instagram and other platforms. People wearing older styles or basics in fresh ways. Storytelling their own looks. Reinterpreting established norms through their own lens. Balancing chaos with order by blending unique styling with comfort and familiarity. And calling out their own micro hashtags. Does it feel like there are no trends anymore? Or perhaps more trends than ever!

5



*zalpha driven*

**See Into the Future with the Zalphas**

Today's 10-16 year olds are a micro generation know as Zalphas, and their unique perspective is becoming a driving force. This group never knew a pre-iPhone world, plus they've had their entire lives digitally documented. They're fine tuned into how everyone and everything comes across visually and graphically. So when thinking through how to improve your digital footprint, consider how a Zalpha sees it and make that your model.

6







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**FASHION**