

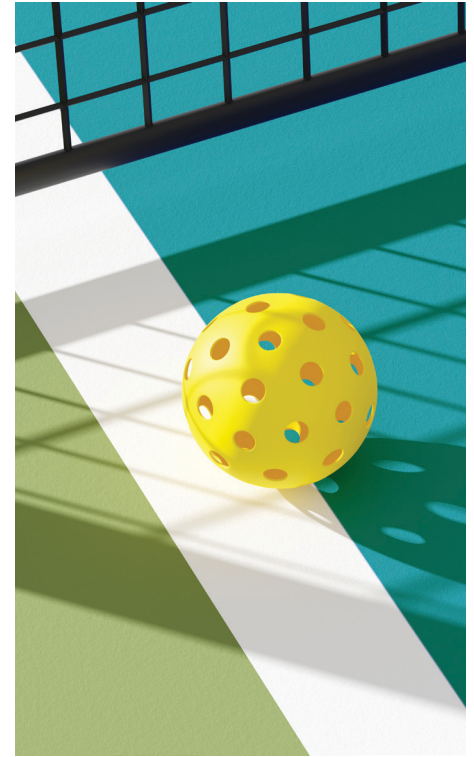
Branding

M E R C H A N D I S E



Summer 2024

STYLE GUIDE



Summer, Summer, *Summertime.*

Spirits are high, hearts are filled with excitement, opportunities are around every corner, and style is vibrant to mirror the warmth of the season. Vacation is beginning to consume the minds of many, camp planning and marketing is well underway, festivals and markets are coming alive, and invites hit the mail for the family reunion. Lightweight, breathable fabrics and sun hats are on deck, and everyone is seeking branded apparel perfectly suited for the journeys ahead.

Ready to conquer rugged terrain, lazy river days, a night at the ballpark, a company Summer social – this curated collection is a testament to the endless possibilities of Summer. Grab your sunglasses, it's time to create your vision and it's sure to light up the room. In every Summer there's a story to tell. For every story, we've got the backdrop for that.

Start Here to Imprint the Stories of the Summer.

For the Summer traveler to get up-up-and-away in style.

For the outdoorsy types, whether by land or by sea, we've got the looks to keep you confidently cool.

For the fitness fanatics, here's performance gear fit for any brand.

For the sporty and those sporting their favorite teams, this merch will make you the MVP.

For the concert-goers and thrill-seekers, there's a souvenir to remember that moment.

For the entertainers and hosts, proudly represent your event for years to come.

For the "shop local" movement, here are the top picks to boost booth sales.

For the campers, staff, and sponsors, get the merch that's both trendy and functional.

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



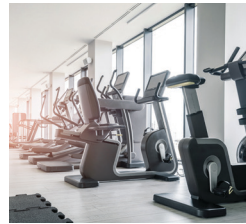


Product Featured:
A3001S, A595, A556,
A2000, A1003, A1000,
A3000S, A2002, A591.



adidas 365 Days a Year

Discover a new level of versatility with adidas' exclusive direct-from-retail athleisure line offering more than just golf apparel—it's a fusion of style, sustainability, performance, and versatility. Their new line offers a diverse selection of trending colors and silhouettes featuring their iconic logo. It is the perfect canvas for co-branding to a wide range of markets, from corporate and healthcare to rec clubs and lifestyle brands.



Shop Now



The Year of Travel



1. 1013 BELLA+CANVAS. 2. W22732 MV Sport. 3. 3600SW Next Level Apparel. 4. 214 Paragon. 5. X210R Imperial. 6. 101165 Columbia. 7. 2050 Sportsman. 8. 22745 MV Sport. 9. 3797 BELLA+CANVAS. 10. 8691 J. America. 11. 8869 Liberty Bags.

Vacation Mode

• In the Air & On the Road

Elevate your brand with a curated collection of travel must-haves and vacation souvenirs to capture the spirit of adventure and create a lasting impression that goes beyond the borders.

• At the Resort

From timeless souvenirs that evoke nostalgia to apparel suitable for staff, these items let your brand be remembered long after the journey ends.

• By the Water

Whether it's enjoying beachside fun, river adventures, or poolside relaxation, the branding opportunities by the water in the summer months are endless.

1. **9303** Next Level Apparel. **BM6101** Boxercraft. **1038** DRI DUCK. **SC200** SOCCO.
2. **214** Paragon.
3. **VC300Y** Valucap. **2692** LAT.





Oakley
FOS901244
28L Sport Backpack



W22732
MV Sport
Women's Striped Sleeves
Full-Zip Hooded Sweatshirt



PRM4500
Independent Trading Co.
Midweight Pigment-Dyed
Hooded Sweatshirt



5770
Liberty Bags
Tammy Waffle Weave Spa Bag

In the Air or On the Road

The year of travel will have more people than ever up, up, and away or hitting the road. Don't miss out on putting your brand on the apparel that people will pack or pick up along the way.

- ✓ Airport Gift Shops
- ✓ Rest Areas & Truck Stops
- ✓ Hotel Stores
- ✓ Promenade & Boardwalk Boutiques



Trend Alert!
Airport OOTD:
Expand your brand's exposure by considering what they will wear to the airport en route to their destination.



115
Richardson
Low Pro Trucker Cap



8852
J. America
Tri-Blend Fleece Blanket



3600SW
Next Level Apparel
Soft Wash T-Shirt



340
Tultex
Unisex Fleece Crewneck Sweatshirt



RF491
American Apparel
ReFlex Fleece Sweatpants



3797
BELLA+CANVAS
FWD Fashion Women's
Cutoff Fleece Shorts



5013
Next Level Apparel
Women's Festival Muscle Tank



1468
Comfort Colors
Garment-Dyed Lightweight
Fleece Sweat Shorts

Product Featured:
A600S adidas. 9303
Next Level Apparel.
BM6101 Boxercraft.
1038 DRI DUCK.
SC200 SOCCO.



112
Richardson
Snapback Trucker Cap



2050
Sportsman
Bucket Hat



W19439
MV Sport
Women's Heathered Jersey
Hooded Tunic



4424
Rabbit Skins
Infant Fine Jersey Bodysuit



GDH300
ComfortWash by Hanes
Garment-Dyed Unisex Tank Top



8803
BELLA+CANVAS
Women's Flowy Scoop Muscle Tank



R65
Boxercraft
Women's Relay Shorts

At the Resort

Resort Gift Shop Top Picks:

- Fleece
- Patterns & Prints
- Crop Tops
- UPF Protection

Product Featured:
127570 Columbia.
1019 BELLA+CANVAS.
PRM20SRT Independent
Trading Co. VC300Y
Valucap. 2692 LAT.



5080
Next Level Apparel
Women's Festival Crop Top



702
Paragon
Kitty Hawk Performance Long
Sleeve Fishing Shirt



22745
MV Sport
Larsen French Terry
Malibu Hooded Pullover



WPBRZS1
ANETIK
Women's Breeze Tech Polo



3739
BELLA+CANVAS
Sponge Fleece Full-Zip Hoodie

Wear the Memorable Moments

Whether you're unwinding at the resort during a getaway or hanging out on campus, embrace the moment with ComfortWash's collection of vintage washed, garment-dyed clothing. Created from 100% ring-spun cotton grown in the US, available in an array of trending colors and their newest addition botanical dye, these unique hues are sourced from handpicked fruits, flowers, and leaves. Their apparel is the perfect choice for the adventure takers and memory makers to help create moments that last a lifetime.



[Shop Now](#)



Product Featured:
GDH11B, GDH400.





700

Paragon

Hatteras Performance
Short Sleeve Fishing Shirt



1013

BELLA+CANVAS

Women's Micro Rib Muscle Crop Tank



BW6102

Boxercraft

Women's Sport Shorts



X210R

Imperial

Alter Ego Cap



C3060

Carmel Towel Company

Velour Beach Towel

By the Water

These on-the-water icons are top picks for their ability to be used and loved on land, but now is the time to stock up and maximize the season's natural influence to bring us all a little closer to the water.

The Top Picks:

- At the Beach
- By the River
- On a Boat
- At the Pool





8869
Liberty Bags
Leeward Boater Tote



3633
Next Level Apparel
Cotton Muscle Tank



1013
Rabbit Skins
Terry Cloth Hooded Towel with Ears



FT001
Liberty Bags
Can Holder



8691
J. America
Baja Blanket



210
Paragon
Long Islander Performance
Long Sleeve T-Shirt



A672S
adidas
Sustainable Sun Hat



101165
Columbia
PFG Bahama™ II Short Sleeve Shirt



With UPF 50+ protection this is a great option to be worn by the water!

*Product Featured:
A672S adidas.
214 Paragon.*

Chasing the Sun



1. A672S adidas. 2. 8000 Gildan. 3. VC500 Valucap. 4. 223704 Holloway. 5. BW2505 Boxercraft.
6. EXP54LWZ Independent Trading Co. 7. REMPA LEGACY. 8. A2002 adidas. 9. 216 Paragon.

Summer *Adventure* Starts Here

• Fitness & Wellness

Whether your customers are gyms, studios, or fitness centers, or they are prioritizing self-care or fitness goals, personalized fitness and wellness products accelerate brand performance.

• Summer Sports

From the corporate golf tournament to distributing cinch bags at the summer volleyball match, branded apparel is the real MVP.

• Outdoor Leisure

In the Summer, everyone's the outdoorsy type. From the true adventure seekers to the ones that just like to feel the warmth of the sun, these items will put that Summer glow on any brand.

1. **MLPRL8** ANETIK.

2. **A3002S** adidas. **CHP110** Champion.

A1002 adidas. **229011** Holloway.

2430 Augusta Sportswear.

3. **A2004** adidas. **A2000** adidas.





1174CV
Alternative

Women's Cotton Jersey CVC
Go-To Crop Muscle Tank



REMPA
LEGACY

Reclaim Mid-Pro Adjustable Cap



4636
Badger

Women's B-Sport Bra Top



A1000
adidas

Women's Pocket Leggings



2PQ

American Apparel

Piqué Unisex Gym Shorts



8000
Gildan

DryBlend® T-Shirt



229011
Holloway

Expedition Waist Pack



Cap features
criss-cross
detailing for all
different types of
buns or ponytails.

Fitness & Wellness

Topping the charts for top branded apparel requested by staff, it's settled – employees just love athleisure. These picks get the top vote for most likely to make it out of the house. It's going these places (and so many more):

- To the Gym
- To the Sporting Event
- To the Airport
- To the Grocery Store

Product Featured:
A3002S adidas.
CHP110 Champion.
A1002 adidas. 229011
Holloway. 2430
Augusta Sportswear.



CHP110
Champion
Women's Crop Racerback Tank Top



FOS901099
Oakley
55L Gym to Street Duffel Bag



EXP54LWZ
Independent Trading Co.
Lightweight Windbreaker
Full-Zip Jacket



CFA
LEGACY
Cool Fit Adjustable Cap



C710
Carmel Towel Company
Chill Towel



223704
Holloway
Eco Revive™ Women's
Ventura Soft Knit Shorts



CHP115
Champion
Sport Polo



5104
C2 Sport
Performance Long Sleeve T-Shirt



A595
adidas
Button Down Short Sleeve Shirt



2629
Badger
Girls' Pro-Compression Shorts

Summer Sports

Sporting your brand will be their new favorite thing on these styles. From tournament sponsorships to community fundraiser merch, play your cards right and your brand will show up to win this summer.

The Top Picks:

- Volleyball
- Golf
- Pickleball
- Tennis



Product Featured:
A2004 adidas. A2000 adidas. A1001 adidas.



A2002
adidas

Lightweight Quarter-Zip Pullover



R22CPM
Russell Athletic

CoolCore® Compression Tank Top



0300
Badger
Headband



253
Richardson
Timberline Corduroy Cap



C1717MTC
Carmel Towel Company
Fairway Golf Towel



FOA402991
Oakley
Team Issue Hydrolix T-Shirt



8882
Liberty Bags
Large Drawstring Pack with DUROcord®



A653S
adidas
Sustainable Performance Visor



BW2505
Boxercraft
Women's Twistback Tank Top



7353
DRI DUCK
Ranger Mélange Fleece Pullover



1695
Liberty Bags
Joseph 12-Pack Cooler



VC500
Valucap
Bio-Washed Visor



144709
Columbia
Bora Bora™ Booney



FOS901101
Oakley
22L Dry Bag



8718
Alpine Fleece
Roll Up Blanket



FOS901245
Oakley
29L Gearbox Overdrive Backpack

***Trend Alert!**
NEW BRAND
ANETIK – the perfect
performance wear
for any outdoor
adventure.*

Outdoor Leisure

Let's brand together to give "take a hike" a whole new meaning. Put any brand in motion in the great outdoors and enhance exposure through meaningful experiences. When they take a hike or hit the water, have their back and give them confidence to wear your brand as they go that extra mile off the beaten path.

***Product Featured:**
CFB LEGACY,
MLPRL8 ANETIK,
921012ODM Oakley.*



216
Paragon
Cayman Performance Camo
Colorblocked Long Sleeve T-Shirt



MVLPRH8
ANETIK
Low Pro Tech Hooded T-Shirt



ARJ-R1
Quikflip
2-in-1 Dryflip Rain Jacket



8210
Burnside
Yarn-Dyed Long Sleeve Flannel Shirt

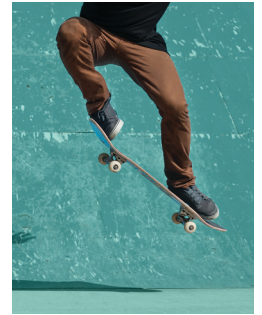


Product Featured:
1PQ, 2PQ, 307GD.

American Apparel®

Edgy, Timeless Style with American Apparel®

Discover a sense of timeless style with American Apparel®. From the latest Pique collection to the Reflex Fleece, the brand offers customers a selection of retail-recognized styles known for their iconic quality, offering the latest unisex fits, garment-dyed options, muscle tees, and oversized, heavyweight apparel. Their product range is perfect for music merch as well as the West Coast classics appealing to surf and skate. American Apparel® is the epitome of cool, appealing to all generations alike.



[Shop Now](#)

Summer Entertainment



1. **CASSIE** Infinity Her. 2. **K11** Boxercraft. 3. **200CSH** Dyenomite Apparel. 4. **1350** Colortone. 5. **1301GD** American Apparel. 6. **307GD** American Apparel. 7. **SP500** Sportsman. 8. **RF498** American Apparel. 9. **202** Tultex. 10. **5772** Liberty Bags. 11. **4417** Rabbit Skins.

The Ultimate Ticket to Summer Fun

• Live Shows

Experience the ultimate Summer vibe featuring exclusive branded merch. Adding a flare of style to this Summer's live show memorabilia is sure to spike sales.

• Amusement

The year of travel is guaranteed to bring an uptick to the world of parks and recreation – theme parks, zoos, carnivals, and national parks galore. Thrill the park-goers with the perfect souvenirs to remember an unforgettable visit.

1. 3414 BELLA+CANVAS.

2. 1012 BELLA+CANVAS.

3. 2616 LAT.





5772
Liberty Bags
Clear Fanny Pack



1350
Colortone
Acid Wash Burnout T-Shirt



202
Tultex
Fine Jersey T-Shirt



RF498
American Apparel
ReFlex Fleece Hoodie

Live Shows

Live shows know no season, but there's something about an outdoor show in the summertime that really brings the crowds alive. Immerse attendees in the excitement of exclusive branded merch they can only get while they are there. Carefully curated to elevate every live show experience, these items blend style, nostalgia, and memories.

- ✓ Festivals
- ✓ Comedy Tours
- ✓ Concerts
- ✓ Podcast Live Events



Trend Alert!
Pastel colors such as delicate pink, soft lilac, and baby blue will be huge color trends for Summer.



1566
Comfort Colors
Garment-Dyed Sweatshirt



SP500
Sportsman
Pigment-Dyed Cap



1301GD
American Apparel
Garment-Dyed Heavyweight Cotton Tee



307GD
American Apparel
Garment-Dyed Women's Heavyweight Muscle Tee



IND280SL
Independent Trading Co.
Avenue Pullover Hooded Sweatshirt



3414
BELLA+CANVAS
FWD Fashion Tri-Blend Raw Neck Tee



200CSH
Dyemite Apparel
Crush Tie-Dyed T-Shirt

Product Featured:
1012 BELLA+CANVAS.



CASSIE

Infinity Her

Women's Pigment-Dyed with
Fashion Undervisor Cap



200SL

Dyenomite Apparel

Splatter T-Shirt



SS4001Y

Independent Trading Co.

Youth Midweight
Hooded Sweatshirt



LAFZH

Quikflip

2-in-1 Hero Hoodie
Lite Full-Zip



210

SoftShirts

Classic Pocket T-Shirt



854MW

Dyenomite Apparel

Premium Fleece Mineral
Wash Hooded Sweatshirt

Amusement

Imagine a Summer brimming with adventure. Where the fusion of thrills and style is embodied by exclusive customized merchandise, offering not just souvenirs, but enduring reminders of the unforgettable visit, ensuring cherished memories are captured and treasured for years to come.

- ✓ Theme Parks
- ✓ Zoos
- ✓ Water Parks
- ✓ Carnivals

Product Featured:
GB493 The Game. 5389
American Apparel.
5773 Liberty Bags. 0814
BELLA+CANVAS. SC100
SOCCO. 2616 LAT.



2000
Colortone
Tie-Dyed Long Sleeve T-Shirt



4417
Rabbit Skins
Fine Jersey Infant Short Sleeve Raglan Bodysuit with Hood & Ears



3001T
BELLA+CANVAS
Toddler Jersey Tee



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



K11
Boxercraft
Women's Enzyme-Washed Rally Shorts

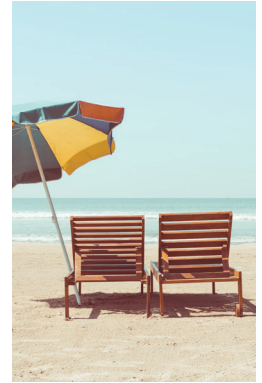
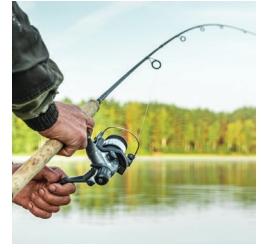


39TKR
Fruit of the Loom
HD Cotton Tank Top



Dive In with Paragon

Explore a vibrant selection of women's, youth, and unisex performance tees, polos, and fishing shirts available in an extensive array of colors and patterns. These lightweight, on-trend pieces mimic popular retail styles while redefining quality. Key features include Paragon Plus antimicrobial properties, snag resistance, sublimated patterns, UPF protection, and tagless labels. With functional details and options for long or short sleeves, they're suitable for any activity. Whether on or off the water, they cater to everyone from resort staff to vacationers.



Shop Now





Product Featured:
700, 214.

Local Happenings



1. 498PT Hanes. 2. 1467 Comfort Colors. 3. 4329 Code Five. 4. 1500 DRI DUCK. 5. GB460 The Game.
6. 2PQ American Apparel. 7. 3502 LAT. 8. 602 Tultex. 9. 200CR Dynomite Apparel. 10. VC700 Valucap. 11. 8860R Liberty Bags.

The Season of *Outdoor Festivities*

• Markets

Capture the spirit of community and creativity, allowing personalized apparel and accessories at any market or festival this Summer.

• Camps

Gear up for an unforgettable Summer adventure with branded gear designed for both campers and staff alike to forge new friendships and create cherished experiences that will last a lifetime.

• Gatherings

From outdoor BBQs to family reunions, customized apparel and accessories turn moments into lifelong memories

1. 6901 LAT. 9820 Burnside.
2. 3892 LAT. A134 Liberty Bags.
3. i1002 CAP AMERICA.
246 Tultex. R65 Boxercraft.





6733

Next Level Apparel
Women's Tri-Blend
Racerback Tank



200CR

Dyenomite Apparel
Crystal Tie-Dyed T-Shirt



4400

Rabbit Skins
Infant Baby Rib Bodysuit



3502
LAT

Women's Relaxed
Vintage Wash Tee



8860R

Liberty Bags
Nicole Recycled Tote



Markets

Embrace the lively atmosphere of community gatherings and local fests with popular, laidback styles ready for confident socializing. Earth tones are trendy and a perfect match for booth merch and staff.

The Top Picks:

- Art Fairs
- Farmer's Markets
- Food Fests
- Street Festivals



602
Tultex
Combed Cotton T-Shirt



GB460
The Game
Pigment-Dyed
Trucker Cap



1467
Comfort Colors
Garment-Dyed Lightweight
Fleece Hooded Sweatshirt



OAD111
OAD
Single Wine Tote



1500
DRI DUCK
Workman's Apron



2011
Kastlifel
Women's RecycledSoft™ V-Neck T-Shirt



Q125900
Q-Tees
11L Tri-Color Tote



This eco-friendly tote is the perfect choice for any street fest or market for all your new finds!

Product Featured:
3892 LAT, A134
Liberty Bags.



8808
Liberty Bags
Recycled Cooler Bag



3124P
Imperial
The Performance Phoenix Visor



1201
BELLA+CANVAS
Women's Micro Rib
Raglan Baby Tee



CSUB1518
Carmel Towel Company
Sublimation Towel



8881
Liberty Bags
Drawstring Pack with DUROcord®



128705
Columbia
PFG Tamiami™ II
Short Sleeve Shirt

Camps

From camp stuff for giveaways to smart gear, gear up for camp season with ease. All the details matter when it comes to camps going off without a hitch – make it easy to check uniforms and keepsakes off the list.

The Top Picks:

- Company Retreat Employees**
- Leaders & Staff**
- Campers**

Product Featured:
2636 Badger. 2166 Badger. 1266 Augusta Sportswear. i1002 CAP AMERICA. 246 Tultex. R65 Boxercraft.



5103
Alternative
 Vintage Jersey Keeper Ringer Tee



791
Augusta Sportswear
 Youth Nexgen Wicking T-Shirt



6130
LAT
 Youth Baseball Fine Jersey
 Three-Quarter Sleeve Tee



200CY
Dyenomite Apparel
 Cyclone Pinwheel Tie-Dyed T-Shirt



506CRY
Alleson Athletic
 Youth Reversible Tank



560RR
JERZEES

Premium Blend Ring-Spun Three-Quarter Sleeve Raglan Baseball T-Shirt



4800
M&O

Gold Soft Touch T-Shirt



8702

Alpine Fleece

Polyester/Nylon Patterned Picnic Blanket



67200L
Gildan

Softstyle® Women's CVC Racerback Tank Top

Gatherings

Moments are fleeting, but memories are forever. Make it memorable and make it last with imprintable apparel ready to decorate for that special event.

The Top Picks:

- Backyard BBQs
- Picnics
- Fourth of July
- Family Reunions





**700MR
JERZEES**
Eco™ Premium Blend
Ring-Spun Hooded Sweatshirt



**VC21
Valucap**
ValuMask Bandana



**VC700
Valucap**
Foam Mesh-Back Trucker Cap



**4329
Code Five**
Infant Star Print Bodysuit



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



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

A custom apron is a must-have for any outdoor Summer get-together!



**OAD5051
OAD**
Americana Cooler



**PSB1516
Liberty Bags**
Sublimation Medium Tote



**498PT
Hanes**
Perfect-T DTG T-Shirt

*Product Featured:
6901 LAT. 9820 Burnside.
Q4350 Q-Tees.*

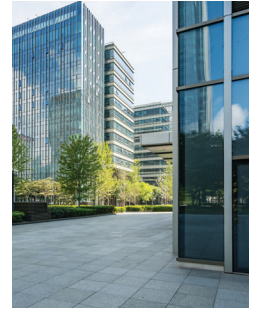


Product Featured:
6902, 3528.



Fashion Forward with LAT

From vintage-inspired tees, long sleeves, and retail-inspired fleece, LAT's unique styles, fresh colors, and innovative subtle patterns set the tone as a premium fashion brand. Celebrating individuality and self-expression as a central theme in their brand DNA, LAT easily caters to a wide range of markets. From boutiques and lifestyle brands to company stores and corporate offices, it is a versatile option for all. Additionally, its decoration-ready, retail-inspired patterns make customization a breeze, adding a personalized touch to every piece of apparel.



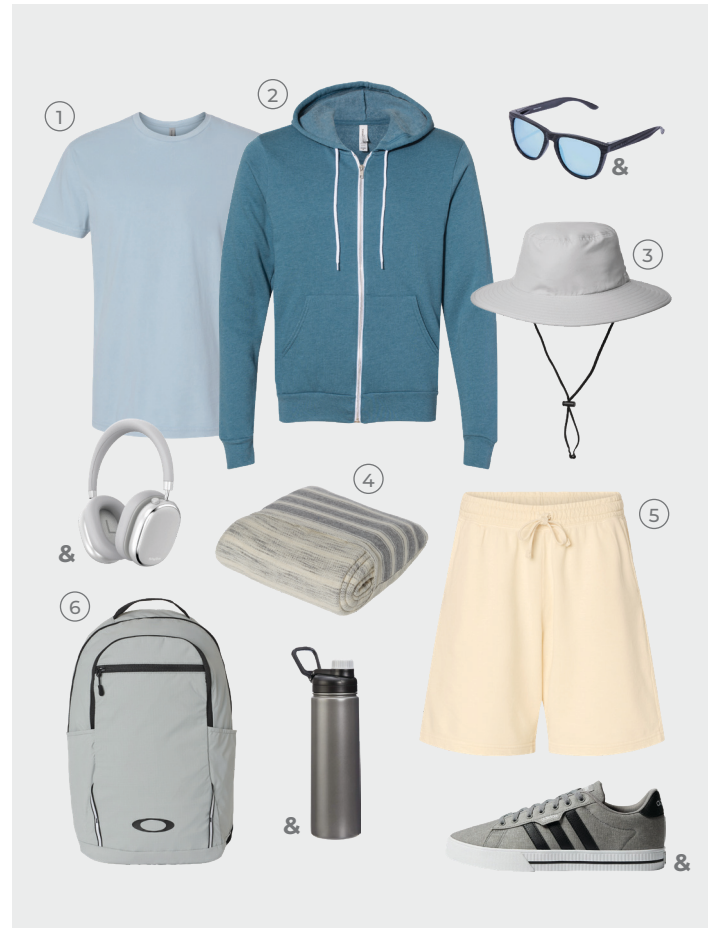
Shop Now



How to Style

Create unique branding experiences and amp up selling opportunities by adding these styled looks to your next presentation. Walk away with merchandising inspiration that will make a lasting impression so you can complete the look, increase loyalty, and gain competitive advantage.

The Year of Travel



Additional Markets:

- Collegiate
- Day Exploration/Excursions
- Surf & Skate
- Company Store

1. 3600SW Page 8

2. 3739 Page 10

3. A672S Page 14

4. 8691 Page 14

5. 1468 Page 8

6. FOS901244 Page 7

**Items with a "&" are not sold by S&S and should be used for inspiration only.*

Chasing the Sun



Additional Markets:

- Fitness Studios
- 5Ks & Fundraisers
- School & Team
- Boutiques

- 1. 4636 Page 17
- 2. WSBRZH0
- 3. A3002S Page 18

- 4. 229011 Page 17
- 5. BW6103
- 6. C710 Page 18

How to Style

Summer Entertainment



Additional Markets:

- ✓ Collegiate
- ✓ Fitness/Gyms
- ✓ Surf & Skate
- ✓ Travel

- 1. 200CSH Page 28
- 2. LAFZH Page 29
- 3. 6606R

- 4. BM6101 Pages 6-7
- 5. SC200 Pages 6-7

*Items with a "&" are not sold by S&S and should be used for inspiration only.

Local Happenings



Additional Markets:

- Restaurants Resorts
- Greek Life Boutiques

1. 127570 Page 10
2. 67200L Page 39

3. 3124P Page 37
4. 3000



Experience the Summer with Next Level Apparel

Taking inspiration from the lively art and music festival Coachella, Next Level Apparel offers an array of sun-kissed hues that capture the festival's free-spirited vibe perfectly. Their collection includes staple tees, lightweight fleece, and the women's festival crop perfectly tailored. All options are breathable and perfect for festival season. NLA goes beyond entertainment merch and fits well in restaurants, retail, and collegiate markets. Their entire collection is a dream for sublimation, DTF, and screen printers because of their lightweight, super silky fabric that still maintains exceptional durability.



[Shop Now](#)

Product Featured:
9000, 6210, 5083.



