

— 2021 — STYLE GUIDE

# ALTERNATIVE®



# WE'RE NOT LEAVING A MARK, WE'RE MAKING A POSITIVE FOOTPRINT.

---

HOW? BY NOT CONFORMING.  
BY BEING DEFIANTLY SUSTAINABLE.  
BY PROUDLY REPRESENTING  
THE NON-STANDARD.

FOR SOME, IT'S A MOVEMENT.  
FOR US, IT'S JUST WHAT WE DO.

---

We proudly join our parent company,  
HanesBrands, in pursuing ambitious  
goals that will improve the lives of  
*people*, protect the *planet* and generate  
world-class sustainable *product*.

Starting with more sustainable versions  
of our most commonly used materials:



**ORGANIC  
COTTON**



**RECYCLED  
POLYESTER**

LEARN MORE AT [HBISUSTAINS.COM](https://hbi.sustains.com)

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**SOFT BY  
NATURE,  
SUSTAINABLE\*  
BY DESIGN.**

\*SEE PAGE 5 FOR MORE ON OUR COMMITMENT TO SUSTAINABILITY.



One of the main locations for our 2020 shoot - Gilly Brew Bar is a local cafe committed to building better communities through coffee culture.

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THE BETTER ALTERNATIVE  
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THE BETTER ALTERNATIVE  
THE BETTER ALTERNATIVE  
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THE BETTER ALTERNATIVE  
THE BETTER ALTERNATIVE

SINCE 1995, WE'VE BEEN GOING AGAINST THE GRAIN, LONG BEFORE IT WAS TRENDY TO GO GREEN. INSPIRED BY BETTER INTENTIONS, WE ARE THE BETTER ALTERNATIVE.

WE REFUSE TO MAKE APPAREL AT THE EXPENSE OF OUR PLANET – ESPECIALLY NOW WHEN IT MATTERS MORE THAN EVER. YOU CALL IT THE SOFTEST FEELING, WE CALL IT EARTHLEISURE™.

# COMFORTABLE, SUSTAINABLE<sup>1</sup> STYLE FOR ALL- PEOPLE<sup>2</sup>, PLANET<sup>3</sup> & PRODUCT.<sup>4</sup>

- 1 WE ARE MINDFUL OF OUR IMPACT – CONSTANTLY LOOKING INWARD TO DO EVEN MORE GOOD. FROM FIBER TO FINISH, WE CONSIDER EACH STEP OF OUR MANUFACTURING PROCESS AND STRIVE TO ALWAYS LOOK FOR THE BETTER ALTERNATIVE.
- 2 CARING FOR PEOPLE IS IN OUR ROOTS. IT'S WHO WE ARE TODAY AND WHO WE'VE BEEN FROM THE BEGINNING. WE ARE COMMITTED TO HUMAN RIGHTS AND RESPONSIBLE SOURCING.
- 3 FROM ECO-MATERIALS TO RESPONSIBLE MANUFACTURING, IT'S ALL MADE WITH OUR PLANET IN MIND. OUR GOAL IS NOT JUST TO MINIMIZE OUR FOOTPRINT, BUT TO MAKE OUR ENVIRONMENT AND COMMUNITIES BETTER.
- 4 WE AIM TO USE MORE SUSTAINABLE VERSIONS OF COTTON AND POLYESTER, OUR MOST COMMONLY USED MATERIALS. WE WILL ALSO SWAP ALL SINGLE-USE PLASTIC PACKAGING FOR RECYCLABLE MATERIALS WITH THE AIM OF ELIMINATING SINGLE-USE PLASTIC ALTOGETHER.

LEARN MORE AT [HBISUSTAINS.COM](https://hbi.sustains.com)

**DEFIANTLY SUSTAINABLE, WE'RE COMMITTED TO ECO MATERIALS AND RESPONSIBLE MANUFACTURING – DELIVERING CASUAL, COMFORTABLE CLOTHING THAT YOU AND THE PLANET CAN BE PROUD OF. ESPECIALLY NOW WHEN IT MATTERS MORE THAN EVER.**

**FOR 25 YEARS WE'VE BEEN MAKING GOOD ON THIS PROMISE. NOW, WE'RE GOING ALL THE WAY, COMMITTED TO INCORPORATING SUSTAINABLE ELEMENTS IN 100% OF OUR PRODUCT LINE – STARTING WITH REPLACING ALL VIRGIN POLYESTER WITH RECYCLED POLYESTER.**



43130RT ECO-TEDDY BABY CHAMP SWEATSHIRT



1070C1  
**GO-TO TEE**  
P. 12



1172C1  
**HER  
GO-TO TEE**  
P. 14



5050BP  
**KEEPER TEE**  
P. 39



5052BP  
**KEEPSAKE  
TEE**  
P. 40



2620B2  
**KIMBER  
TEE**  
P. 35



2894B2  
**SLINKY  
V-NECK**  
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3094B2  
**SLINKY  
TANK**  
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3095B2  
**SLINKY  
MUSCLE  
TANK**  
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5054BP  
**BACKSTAGE  
TANK**  
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5053BP  
**KEEPER  
TANK**  
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1091C1  
**GO-TO  
TANK**  
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5127BP  
**KEEPER  
BASEBALL  
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9575CT  
**WASHED  
TERRY  
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9595CT  
**WASHED  
TERRY  
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8800PF  
**ECO-COZY  
FLEECE  
CREWNECK  
SWEATSHIRT**  
P. 67



8804PF  
**ECO-COZY  
FLEECE  
PULLOVER  
HOODIE**  
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8805PF  
**ECO-COZY  
FLEECE ZIP  
HOODIE**  
P. 71



8803PF  
**ECO-COZY  
FLEECE  
SWEATPANTS**  
P. 73



**GO-TO**  
*collection*

18 retail-proven styles in more colors  
and lower prices than ever before.  
These are your tried-and-trues.



GO-TO

Pssst...if it has this  
symbol, it's a Go-To



# 100% COTTON



ORGANIC / GARMENT-DYED / HEAVY WASH / WASHED TERRY / SLUB

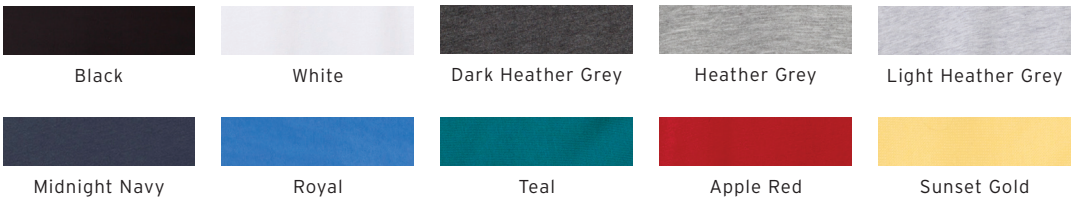
1091C1  
**GO-TO TANK**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

100% Combed & Ring Spun 30's Cotton  
*Heathers:* 60% Cotton, 40% Polyester  
4 oz. Imported



Sporty yet  
easygoing, our  
classic tank's  
perfect for on  
the court, couch,  
wherever.



1070C1/CB  
GO-TO TEE

XS-4X\*  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

100% Combed & Ring Spun 30's Cotton  
*Heathers & Tie-Dyes:*  
60% Cotton, 40% Polyester  
4 oz. Imported  
\*Select colors in 4X



Buttery-soft Cotton Jersey  
meets mellow tie-dye for a  
double dose of dreaminess.

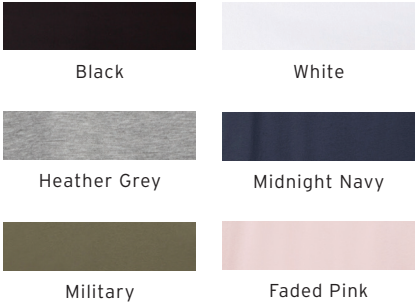


Black*	White*	Heather Black	Dark Heather Grey*	Asphalt*	Light Grey	Heather Grey*
Light Heather Grey	Midnight Navy	Heather Midnight Navy	Light Navy*	Heather Royal	Royal	Light Blue
NEW Varsity Green	Teal	Pine	Green	Army	Military	Deep Violet
Dark Purple	NEW Lilac Mist	Berry Pink	NEW Whiskey Rose	Faded Pink	NEW Highlighter Pink	Currant
Apple Red	Bright Red	Heather Red	NEW Burnt Orange	Pumpkin	NEW Stay Gold	Sunset Gold
Pale Yellow	NEW Highlighter Yellow	NEW Cocoa Brown	NEW Natural			

NEW Grey Tie-Dye (CB)
NEW Blue Tie-Dye (CB)
NEW Pink Tie-Dye (CB)
NEW Gold Tie-Dye (CB)

1172C1 **NEW**  
**HER GO-TO TEE**

XS-2X  
WOMEN'S CLASSIC FIT  
TEAR-AWAY TAG



100% Combed & Ring Spun 30's Cotton  
*Heathers:* 60% Cotton, 40% Polyester  
4 oz. Imported

With a contemporary retail fit perfect for every day, this new classic tee makes outfitting effortless. It's buttery soft with a nice drape and it's set to sell out!





100% ORGANIC COTTON

MADE FOR THE MINDFUL.

CRAFTED FROM 100% SOFT, ORGANIC COTTON, IT FEELS JUST AS GOOD AS IT LOOKS.



6005C2

**ORGANIC CREW**

XS-3X  
UNISEX CLASSIC FIT

100% Organic GOTS  
Combed & Ring Spun Cotton  
3.5 oz. Imported



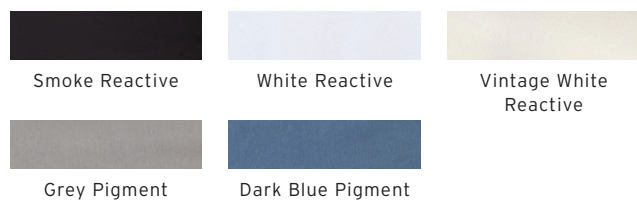
True Black	Earth White
Earth Grey	Earth Coal
Earth Ocean	Faded Teal
Deep Green	Sage
Red Clay	Dark Plum
Yellow Ochre	Ecru



**4850CV**  
**DISTRESSED**  
**HERITAGE TEE**

XS-2X  
UNISEX CLASSIC FIT

100% Garment-Dyed Combed  
& Ring Spun 30's Cotton  
4.1 oz. Imported



**4134CV**  
**ROCKER TEE**

XS-XL  
WOMEN'S RELAXED FIT

100% Garment-Dyed Combed  
& Ring Spun 40's Cotton  
3.5 oz. Imported



**4861CV**  
**DISTRESSED**  
**ROCKER TEE**

XS-XL  
WOMEN'S RELAXED FIT

100% Garment-Dyed Combed  
& Ring Spun 40's Cotton  
3.5 oz. Imported





With subtle tonal highs  
and lows, no two tees  
are exactly the same.

1011CG  
L/S OUTSIDER  
HEAVY WASH  
JERSEY TEE

XS-3X  
UNISEX CLASSIC FIT

100% Combed & Ring Spun Cotton  
5 oz. Imported

	
Black	White
	
Dark Grey	Light Grey
	
Navy	Army Green



1010CG  
OUTSIDER HEAVY  
WASH JERSEY TEE

XS-3X  
UNISEX CLASSIC FIT

100% Combed & Ring Spun Cotton  
5 oz. Imported

	
Black	White
	
Light Grey	Dark Grey
	
Navy	Royal
	
Aqua	Green
	
Army Green	Deep Violet
	
Currant	Red
	
Faded Pink	Stay Gold



HEAVY WASH JERSEY

GARMENT-WASHED FOR  
VINTAGE SOFTNESS & KNIT  
WITH HEAVIER YARNS.





9903CT **NEW**  
**WASHED TERRY  
THROWBACK  
PULLOVER**

XS-XL  
WOMEN'S CLASSIC FIT  
TEAR-AWAY TAG

100% Combed & Ring Spun Cotton  
6.5 oz. Imported



	
White	Military
	
Black	Faded Red
	
Dark Grey	Rose Quartz
	
Light Grey	Stay Gold
	
Washed Denim	

A riff on our best-selling men's pullover, it's got that borrowed-from-the-boys look with a fit perfected just for her.

WASHED TERRY

**CRAFTED FROM 100% COTTON, OUR  
LIGHTWEIGHT TAKE ON TERRY HAS  
BOLD, SATURATED COLOR FOR  
YEAR-ROUND STYLING AND SOFTNESS.**



**9595CT**  
**WASHED TERRY**  
**CHALLENGER**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

100% Combed &  
Ring Spun Cotton  
6.5 oz. Imported



GO-TO



**9575CT**  
**WASHED TERRY**  
**CHAMP**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

100% Combed &  
Ring Spun Cotton  
6.5 oz. Imported



GO-TO



Black



Light Grey



Dark Grey



Navy



Washed Denim



Dark Teal



Faded Red



Stay Gold

6094S1  
SLUB KEEPER

XS-3X  
UNISEX CLASSIC FIT

100% Combed &  
Ring Spun Cotton  
3.7 oz. Imported



2898J1  
INSIDE OUT  
SLEEVELESS TEE

XS-XL  
WOMEN'S CLASSIC FIT

100% Garment-Dyed  
Combed & Ring Spun Cotton  
3.5 oz. Imported



This muscle tee has distressed hem details and a loose, flowy fit perfected for your shape.

WEATHERED SLUB

KNIT WITH PERFECTLY IMPERFECT  
COTTON SLUB, THIS FABRIC HAS AN  
EXTRA LAYER OF SOFT TEXTURE  
FOR A WEATHERED LOOK.



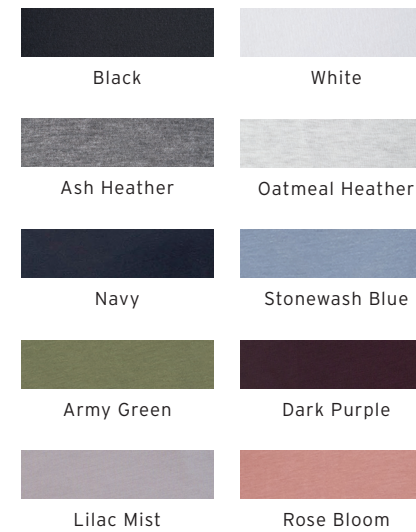
# SLINKY JERSEY



**3094B2**  
**SLINKY TANK**

XS-XL  
WOMEN'S SLIM FIT

50% Polyester\*, 50% Rayon  
3.5 oz. Imported



Silky smooth, this tank feels like a second skin. Pairs best with, well, everything.




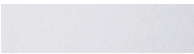






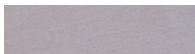



**3095B2**  
**SLINKY MUSCLE TANK**

XS-XL  
WOMEN'S CLASSIC FIT

50% Polyester\*, 50% Rayon  
3.5 oz. Imported



	
Black	White
	
Ash Heather	Oatmeal Heather
	
Navy	Stonewash Blue
	
Army Green	Dark Purple
	
Lilac Mist	Rose Bloom







**2620B2**  
**KIMBER TEE**

XS-XL  
WOMEN'S CLASSIC FIT

50% Polyester\*, 50% Rayon  
3.5 oz. Imported



	
Black	White
	
Ash Heather	Oatmeal Heather
	
Navy	Stonewash Blue
	
Army Green	Dark Purple
	
Lilac Mist	Rose Bloom

2894B2  
SLINKY V-NECK

XS-XL  
WOMEN'S CLASSIC FIT

50% Polyester\*, 50% Rayon  
3.5 oz. Imported



Black	White
Ash Heather	Oatmeal Heather
Navy	Stonewash Blue
Army Green	Dark Purple
Lilac Mist	Rose Bloom

3894B2  
L/S SLINKY  
V-NECK

XS-XL  
WOMEN'S CLASSIC FIT

50% Polyester\*, 50% Rayon  
3.5 oz. Imported



Black	White
Ash Heather	



SLINKY JERSEY

LIGHTWEIGHT WITH A SILKY DRAPE,  
THIS FAN FAVE FABRIC WILL DO  
ANYTHING BUT BLEND IN.

\*We are in the process of replacing all virgin polyester with recycled polyester. The content of certain styles may vary during our transition.

# VINTAGE JERSEY



**5050BP**  
**THE KEEPER**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported



					
Black	White	Vintage Coal	Smoke Grey	Silver	Navy
					
Vintage Royal	Vintage Navy	Blue Sky	Green	Vintage Pine	Deep Violet
					
Vintage Iris	Red	Southern Orange	Maize	Vintage Stone	

\*We are in the process of replacing all virgin polyester with recycled polyester. The content of certain styles may vary during our transition.



**5052BP**  
**THE**  
**KEEPSAKE**

XS-2X  
WOMEN'S SLIM FIT  
TEAR-AWAY TAG

50% Cotton,  
50% Polyester\*  
4 oz. Imported



Black	White	Vintage Coal	Smoke Grey	Silver
Navy	Vintage Royal	Vintage Navy	Blue Sky	Vintage Pine
Vintage Iris	Red	Vintage Pink	Vintage Faded Pink	Southern Orange
Maize	Vintage Stone			



**5114BP**  
**HEADLINER**  
**CROP**

XS-2X  
WOMEN'S RELAXED FIT  
TEAR-AWAY TAG

50% Cotton,  
50% Polyester\*  
4 oz. Imported

Black	White	Smoke Grey
Vintage Pine	Vintage Faded Pink	

5054BP  
BACKSTAGE  
TANK

XS-2X  
WOMEN'S CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported



Black	White	Vintage Coal	Smoke Grey
Silver	Navy	Vintage Royal	Vintage Navy
Blue Sky	Vintage Pine	Vintage Iris	Vintage Pink
Vintage Faded Pink	Southern Orange	Maize	



5064BP  
BACKSTAGE  
TEE

XS-2X  
WOMEN'S RELAXED FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported

Black	White	Vintage Coal
Smoke Grey	Vintage Royal	Vintage Navy
Vintage Pine	Vintage Iris	Vintage Faded Pink





**5103BP**  
**KEEPER**  
**RINGER TEE**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported



**5053BP**  
**KEEPER TANK**



S-2X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported





5127BP  
**KEEPER  
BASEBALL TEE**



XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported

Vintage Coal/Black	White/Black
White/Navy	White/Vintage Royal
White/Green	White/Deep Violet
White/Red	White/Southern Orange
White/Maize	

5093BP  
**SLAPSHOT TEE**



XS-2X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported

Black/White/Smoke Grey	Vintage Coal/White/Navy
Vintage Royal/White/Red	Blue Sky/White/Navy
Red/White/Black	Southern Orange/White/Black

VINTAGE JERSEY

OUR ONE OF A KIND 50/50 IS MADE  
WITH SOFT, LOOSE-KNIT YARNS FOR A  
PERFECTLY WORN-IN, VINTAGE FEEL.

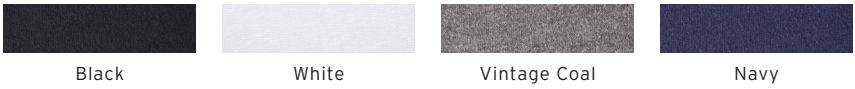




5101BP  
**KEEPER  
V-NECK**

XS-2X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported



5100BP  
**L/S KEEPER  
TEE**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported



5123BP  
**KEEPER  
PULLOVER  
HOODIE**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

50% Cotton, 50% Polyester\*  
4 oz. Imported



# BURNOUT



# FRENCH TERRY

8626FH/FJ

## LAZY DAY PULLOVER

XS-XL  
WOMEN'S CLASSIC FIT

65% Cotton, 35% Polyester  
\*Content varies  
7.4 oz. Imported



		
Black	Washed Black	Ivory
		
Nickel	Dark Navy	Wine
		
Rose Bloom	Camo (FJ)	Navy Stars (FJ)





BURNOUT FRENCH TERRY

A BLEND OF COTTON AND POLYESTER  
IS BURNED OUT IN GARMENT FORM  
TO ENHANCE EACH PIECES DETAILS.



8629FH/FJ  
**SCHOOL YARD  
HOODIE**

XS-3X  
UNISEX CLASSIC FIT

65% Cotton, 35% Polyester  
\*Content varies  
7.4 oz. Imported



8628FH/FJ  
**DAY OFF HOODIE**

XS-XL  
WOMEN'S RELAXED FIT

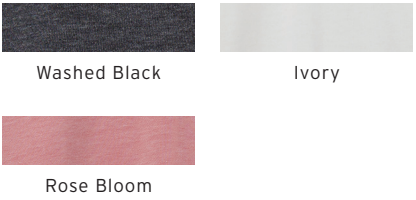
65% Cotton, 35% Polyester  
\*Content varies  
7.4 oz. Imported



8642FH  
**CROPPED  
PULLOVER HOODIE**

XS-XL  
WOMEN'S RELAXED FIT

65% Cotton, 35% Polyester  
\*Content varies  
7.4 oz. Imported



# ECO-JERSEY®



Our trademark tri-blend jersey made from eco and organic materials is loosely knit on machines calibrated to replicate the look & feel of a well-worn vintage tee.



**1973E1/EA**  
**ECO CREW**

XS-3X  
UNISEX SLIM FIT

50% Polyester\*, 38% Cotton,  
12% Rayon  
4.1 oz. Imported



1940E1/EA/EJ  
**IDEAL TEE**

XS-2X  
WOMEN'S CLASSIC FIT

50% Polyester\*, 38% Cotton,  
12% Rayon  
4.1 oz. Imported



Our soft tank only gets better (and softer) with time.  
You can count on it again and again - like a best friend.

1927E1/EA  
**MEEGS  
RACERBACK  
TANK**

XS-2X  
WOMEN'S SLIM FIT

50% Polyester\*, 38% Cotton,  
12% Rayon  
4.1 oz. Imported





5114EA

ECO HEADLINER  
CROPPED TEE

XS-2X

WOMEN'S RELAXED FIT

50% Polyester\*,  
38% Cotton, 12% Rayon  
4.1 oz. Imported



Eco Grey Stars



Stars



Camo



1990E1

SLOUCHY  
PULLOVER

XS-XL

WOMEN'S CLASSIC FIT

50% Polyester\*, 38% Cotton, 12% Rayon  
4.1 oz. Imported



Eco Black



Eco Ivory



Eco Grey



Eco True Navy



Eco Rose Quartz



2910E1/EA

ECO CLASSIC  
JOGGER

XS-XL

WOMEN'S CLASSIC FIT

50% Polyester\*, 38% Cotton, 12% Rayon  
4.1 oz. Imported



Eco Black



Eco Grey



Camo (EA)

1970E1/EA

ECO ZIP

HOODIE

XS-3X  
UNISEX SLIM FIT

50% Polyester\*, 38% Cotton, 12% Rayon  
4.1 oz. Imported



Lightweight and ready for layering, this feel-good full-zip will take them far.

Eco True Black	Eco Black	Eco Light Grey	Eco Grey	Eco True Navy
Eco Pacific Blue	Eco True Army Green	Eco Rose Quartz	Camo (EA)	

12150E1/EA

ECO S/S

FOOTBALL TEE

XS-3X  
UNISEX CLASSIC FIT

50% Polyester\*, 38% Cotton, 12% Rayon  
4.1 oz. Imported



Eco Black/Eco Ivory	Eco Ivory/Eco True Vintage Black
Eco Grey/Eco True Navy	Eco True Red/Eco Ivory
Camo/Eco Grey (12150EA)	





8800PF **NEW**  
**ECO-COZY FLEECE**  
**CREWNECK**  
**SWEATSHIRT**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

77% Combed & Ring Spun Cotton,  
23% Recycled Polyester  
7 oz. Imported



Black	White
Dark Heather Grey	Heather Grey
Midnight Navy	Heritage Royal
Varsity Green	Currant
Apple Red	Faded Pink



The ultimate feel-good fabric, our new soft fleece features recycled polyester for eco-friendly wear and a 100% cotton face for smooth printing.



**NEW** **ECO-COZY FLEECE**



8804PF **NEW**  
**ECO-COZY FLEECE**  
**PULLOVER HOODIE**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

77% Combed & Ring Spun Cotton,  
23% Recycled Polyester  
7 oz. Imported



	
Black	White
	
Dark Heather Grey	Heather Grey
	
Midnight Navy	Heritage Royal
	
Varsity Green	Currant
	
Apple Red	Faded Pink



ECO-COZY FLEECE

MADE WITH RECYCLED POLYESTER, IT  
DOESN'T JUST LOOK GOOD, IT DIVERTS  
WASTE AWAY FROM LANDFILLS\*.





8805PF **NEW**  
**ECO-COZY**  
**FLEECE ZIP HOODIE**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

77% Combed & Ring Spun  
Cotton, 23% Recycled Polyester  
7 oz. Imported



Black



Dark Heather Grey



Heather Grey



Midnight Navy



Heritage Royal



Varsity Green



GO-T-O





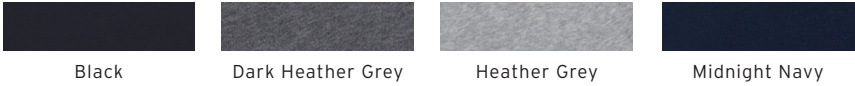
8803PF **NEW**  
**ECO-COZY FLEECE**  
**SWEATPANT**

XS-3X  
UNISEX CLASSIC FIT  
TEAR-AWAY TAG

77% Combed & Ring Spun Cotton,  
23% Recycled Polyester  
7 oz. Imported



Roomy and relaxed,  
you'll want to grab  
these in all four  
classic shades.



# ECO-FLEECE™



**9590F2/FB**  
**ROCKY HOODIE**

XS-3X  
UNISEX SLIM FIT

50% Polyester\*, 46% Cotton, 4% Rayon  
6.5 oz. Imported

			
Eco True Black	Eco Black	Eco White	Eco Light Grey
			
Eco Grey	Eco True Navy	Eco True Pacific Blue	Eco Aqua
			
Eco True Dusty Pine	Eco True Army Green	Eco True Deep Purple	Eco True Currant
			
Eco True Red	Eco Rose Quartz	Camo (FB)	



ECO-FLEECE™

NOT JUST ANY FLEECE, OURS IS A  
SPECIAL BLEND OF RECYCLED POLYESTER  
AND ORGANIC COTTON. IT'S AS CUDDLY  
AS IT IS ECO-FRIENDLY.

9573F2/FB  
ADRIAN HOODIE

XS-2X  
WOMEN'S SLIM FIT

50% Polyester\*,  
46% Cotton, 4% Rayon  
6.5 oz. Imported

			
Eco True Black	Eco Black	Eco White	Eco Light Grey
			
Eco Grey	Eco True Navy	Eco True Army Green	Eco True Currant
			
Eco Rose Quartz	Stars (FB)	Eco Grey Stars (FB)	Camo (FB)



It's no coincidence our most  
loved women's hoodie is also  
one of our softest. You've got  
to see (feel) it for yourself.



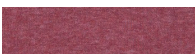





9595F2/FB  
**CHALLENGER  
HOODIE**

XS-3X  
UNISEX CLASSIC FIT

50% Polyester\*, 46% Cotton, 4% Rayon  
6.5 oz. Imported

			
Eco True Black	Eco Black	Eco White	Eco Light Grey/ Eco Grey
			
Eco Grey	Eco True Navy	Eco True Pacific Blue	Eco True Army Green
			
Eco True Currant	Eco True Red	Eco Rose Quartz	Eco True Dark Olive
			
Eco True Camel	Camo (FB)		



9596F2/FB  
**ATHLETICS  
HOODIE**

XS-2X  
WOMEN'S SLIM FIT

50% Polyester\*,  
46% Cotton, 4% Rayon  
6.5 oz. Imported

		
Eco Black	Eco Grey	Eco Rose Quartz
		
Camo (FB)	Stars (FB)	





9575F2/FB  
**CHAMP  
SWEATSHIRT**

XS-3X  
UNISEX SLIM FIT

50% Polyester\*,  
46% Cotton, 4% Rayon  
6.5 oz. Imported



Our number one since day one just keeps giving, with all the coziness and colors you could ever need.



9881F2/FB  
**DODGEBALL  
PANT**

S-2X  
UNISEX CLASSIC FIT

50% Polyester\*,  
46% Cotton, 4% Rayon  
6.5 oz. Imported





9902F2/FB  
**ECO CLASSIC  
SWEATPANT**

XS-XL  
WOMEN'S CLASSIC FIT

50% Polyester\*,  
46% Cotton, 4% Rayon  
6.5 oz. Imported



Eco Black



Eco Grey



Eco True Navy



Camo (FB)

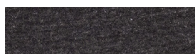
31082F2/FB  
**ECO-FLEECE™  
JOGGER PANT**

XS-XL  
WOMEN'S SLIM FIT

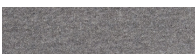
50% Polyester\*,  
46% Cotton, 4% Rayon  
6.5 oz. Imported



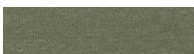
Eco True Black



Eco Black



Eco Grey



Eco True Army  
Green



Camo (FB)



Stars (FB)



Eco Grey Stars (FB)



ECO-TEDDY FLEECE

AS IF SNUGGLY SOFT ECO-FLEECE™  
COULDN'T GET ANY BETTER, WE FLIPPED  
OUR FABRIC INSIDE OUT AND BRUSHED IT  
HEAVILY, FOR AN EXTRA PLUSH FEEL.



43130RT  
ECO-TEDDY BABY  
CHAMP SWEATSHIRT

XS-XL  
WOMEN'S CLASSIC FIT

50% Polyester\*, 46% Cotton, 4% Rayon  
7 oz. Imported



9575RT  
ECO-TEDDY CHAMP  
SWEATSHIRT

XS-2X  
UNISEX SLIM FIT

50% Polyester\*, 46% Cotton, 4% Rayon  
7 oz. Imported



43251RT  
OUTDOOR  
QUARTER-ZIP  
HOODIE

XS-2X  
UNISEX CLASSIC FIT

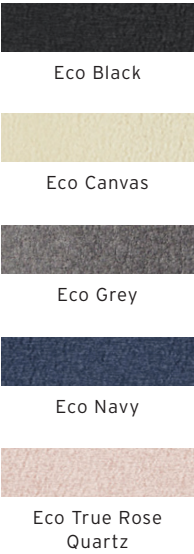
50% Polyester\*,  
46% Cotton, 4% Rayon  
7 oz. Imported



43262RT  
ECO-TEDDY  
FULL-ZIP JACKET

XS-2X  
UNISEX CLASSIC FIT

50% Polyester\*,  
46% Cotton, 4% Rayon  
7 oz. Imported



# YOUTH



SIZING: YS=6-8 | YM=10-12 | YL=14-16 | YXL=18-20

## K1010CG YOUTH OUTSIDER TEE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

*Heavy Wash Jersey:*  
100% Combed & Ring Spun Cotton  
5 oz. Imported



## K5050BP YOUTH KEEPER TEE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

*Vintage Jersey:*  
50% Cotton, 50% Polyester\*  
4 oz. Imported



## K5103BP YOUTH RINGER TEE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

*Vintage Jersey:*  
50% Cotton, 50% Polyester\*  
4 oz. Imported



K5103EA/EJ  
YOUTH ECO  
RINGER TEE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

Eco-Jersey®:  
50% Polyester\*, 38% Cotton,  
12% Rayon | 5 oz. Imported



K5093BP  
YOUTH  
SLAPSHOT TEE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

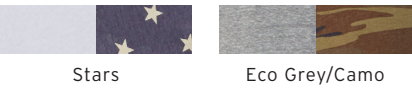
Vintage Jersey:  
50% Cotton, 50% Polyester\*  
4 oz. Imported



K2089EA  
YOUTH  
BASEBALL TEE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

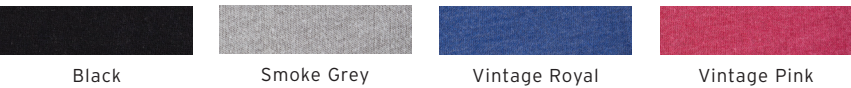
Eco-Jersey®:  
50% Polyester\*, 38% Cotton,  
12% Rayon | 5 oz. Imported



K5123BP  
YOUTH KEEPER  
PULLOVER HOODIE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

Vintage Jersey:  
50% Cotton, 50% Polyester\*  
4 oz. Imported



K3501GF  
YOUTH  
BALLER HOODIE

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

Fleece:  
58% Cotton, 32% Polyester\*,  
10% Rayon | 6.5 oz. Imported



K9595GF/GB  
YOUTH  
CHALLENGER

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

Fleece:  
58% Cotton, 32% Polyester\*,  
10% Rayon | 6.5 oz. Imported



K9575GF/GB  
YOUTH CHAMP

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

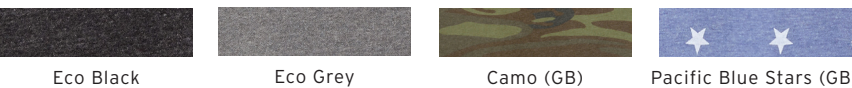
Fleece:  
58% Cotton, 32% Polyester\*,  
10% Rayon | 6.5 oz. Imported



K9881GF/GB  
YOUTH  
DODGEBALL PANT

YS-YXL  
UNISEX CLASSIC FIT  
TEAR-AWAY TAGS

Fleece:  
58% Cotton, 32% Polyester\*,  
10% Rayon | 6.5 oz. Imported



VINTAGE-SOFT WASHED COTTON  
FABRIC, THROWBACK STYLING,  
AND AN ANTIQUED BRASS BUCKLE.

					
Black	White	Cool Grey	Coal	Navy	Navy Corduroy
					
Light Navy	Royal Blue	Sky Blue	Mint	Dark Green Corduroy	Green
					
Green Camo	Army	Teal	Maroon	Purple	Red
					
Tangerine	Hot Coral	Rose Quartz	Chalk Pink	Toffee Brown Corduroy	Khaki
					
Mustard	Pale Yellow				

H0070HW  
THE DAD CAP

UNISEX ONE SIZE: 56CM

100% Heavy Wash Cotton Twill  
Imported



TANKS



Go-To Tank  
1091C1 / P.11



Keeper Tank  
5053BP / P.45

TEES



Go-To Tee  
1070C1 / P.12

SWEAT-SHIRTS



Washed Terry Champ  
9575CT / P.27



Eco-Cozy Fleece  
Crewneck Sweatshirt **NEW**  
8800PF / P.67



The Champ Sweatshirt  
9575F2 / P.82



Eco-Teddy Champ  
9575RT / P.88



Organic Crew  
6005C2 / P.16



Distressed Heritage Tee  
4850CV / P.18



Outsider Tee  
1010CG / P.22



Slub Keeper  
6094S1 / P.28



The Keeper  
5050BP / P.39

HOODIES & JACKETS



Washed Terry Challenger  
9595CT / P.27



Keeper Pullover Hoodie  
5123BP / P.51



School Yard Hoodie  
8629FH / P.54



Eco Zip Hoodie  
1970E1 / P.64



Keeper Ringer Tee  
5103BP / P.44



Snapshot Tee  
5093BP / P.47



Keeper V-Neck  
5101BP / P.51



Eco Crew  
1973E1 / P.57



Eco S/S Football Tee  
12150E1 / P.65



Eco-Cozy Fleece  
Pullover Hoodie **NEW**  
8804PF / P.68



Eco-Cozy Fleece  
Full-Zip Hoodie **NEW**  
8805PF / P.71



Rocky Hoodie  
9590F2 / P.75



Challenger Hoodie  
9595F2 / P.79



Outdoor Quarter-Zip Hoodie  
43251RT / P.89



L/S Outsider Tee  
1011CG / P.22



Keeper Baseball Tee  
5127BP / P.47



L/S Keeper Tee  
5100BP / P.51

BOTTOMS



Eco-Teddy Full-Zip Jacket  
43262RT / P.89



Eco-Cozy Fleece Sweatpant **NEW**  
8803PF / P.73



Eco-Fleece™ Dodgeball Pant  
9881F2 / P.83

TANKS



Inside Out Sleeveless Tee  
2898J1 / P.29



Slinky Tank  
3094B2 / P.33



Slinky Muscle Tank  
3095B2 / P.34



Backstage Tank  
5054BP / P.42

SWEAT-SHIRTS



Washed Terry Throwback Pullover **NEW**  
9903CT / P.25



Lazy Day Pullover  
8626FH / P.53



Eco-Teddy Baby Champ  
43130RT / P.86

TEES



Meegs Racerback Tank  
1927E1 / P.59



Headliner Crop Tee  
5114BP / P.41



Eco Headliner Crop Tee  
5100EA / P.62



Her Go-To Tee **NEW**  
1172C1 / P.14

HOODIES & JACKETS



Cropped Pullover Hoodie  
8642FH / P.55



Day Off Hoodie  
8628FH / P.54



Adrian Hoodie  
9573F2 / P.76



Athletics Hoodie  
9596F2 / P.78

BOTTOMS



Distressed Rocker Tee  
4861CV / P.19



Rocker Tee  
4134CV / P.19



Kimber Tee  
2620B2 / P.35



Slinky V-Neck  
2894B2 / P.36



The Keepsake  
5052BP / P.40



Eco Classic Jogger  
2910E1 / P.63



Eco-Fleece™ Jogger Pants  
31082F2 / P.85



Eco Classic Sweatpant  
9902F2 / P.85



Backstage Tee  
5064BP / P.42



Ideal Tee  
1940E1 / P.58



L/S Slinky V-Neck  
3894B2 / P.36



Slouchy Pullover  
1990E1 / P.63

SIZING GUIDE - WOMENS

	XS	S	M	L	XL	2X
BUST	30-31"	32-33"	34-35"	36-37"	38-39"	40-41"
WAIST	23-25"	25-27"	27-29"	29-31"	31-33"	33-35"
HIP	34-36"	36-38"	38-40"	40-41"	42-43"	43-44"

SIZING GUIDE - MENS/UNISEX

	XS	S	M	L	XL	2X	3X
CHEST	32-34"	35-37"	38-40"	41-43"	44-46"	47-49"	49-52"
WAIST	25-27"	28-30"	31-33"	34-36"	37-39"	40-42"	43-45"
HIP	32-34"	35-37"	38-40"	41-43"	44-46"	47-49"	50-52"

RELAXED

Loose fit



CLASSIC

Fits true to size



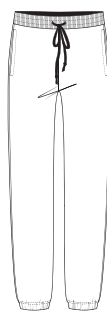
SLIM

Fits close to body



CLASSIC

Straight leg,  
normal waist & rise



SLIM

Tailored leg,  
normal waist & rise



FABRIC GUIDE

COTTON JERSEY (C1)

30s 100% Cotton | 4 oz  
Heather/Tie Dye: 60% Cotton, 40% Polyester

ORGANIC COTTON (C2)

100% Organic GOTS Cotton | 3.2 oz

GARMENT-DYED COTTON (CV)

30s 100% Cotton | 4.1 oz  
40s 100% Cotton | 3.5 oz

HEAVY WASH JERSEY (CG)

100% Cotton | 5 oz

WASHED TERRY (CT)

100% Cotton | 6.5 oz

WEATHERED SLUB (S1)

100% Cotton | 3.7 oz

GARMENT-DYED SLUB (J1)

100% Cotton | 4.1 oz

SLINKY JERSEY (B2)

50% Polyester, 50% Rayon | 3.5 oz

VINTAGE JERSEY (BP)

50% Cotton, 50% Polyester | 4 oz

BURNOUT FRENCH  
TERRY (FH/FJ)

65% Cotton, 35% Polyester  
\*content varies | 7.4 oz

ECO-JERSEY® (E1, EA, EJ)

38% Cotton (6.25% Organic), 50% Polyester  
(6.25% Recycled), 12% Rayon | 4.1 oz

ECO-COZY FLEECE (PF)

77% Cotton, 23% Recycled Polyester | 7 oz

ECO-FLEECE™ (F2/FB)

46% Cotton (6.25% Organic), 50% Polyester  
(6.25% Recycled), 4% Rayon | 6.5 oz

ECO-TEDDY FLEECE (RT)

46% Cotton (6.25% Organic), 50% Polyester  
(6.25% Recycled), 4% Rayon | 7 oz

# DEFIANTLY



# SUSTAINABLE