



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).

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

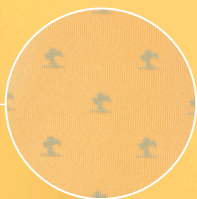


1. **A550** adidas Camo Polo in Tech Ink. 2. **A546** adidas Heather Chevron Quarter-Zip Wind Pullover in Grey Three/Grey Heather.
 3. **9820** Burnside Hybrid Stretch Shorts in Black Heather. 4. **X210P** Imperial The Original Performance Cap in fog. 5. **A672S** adidas Sunstainable Sun Hat in Grey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

PRM205RT 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



BW6615
Boxercraft
Women's Evelyn Pants



SP820
Sportsman
Tropical Print Cap



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



*Leggings
feature a
pocket for
your phone
to stay
connected
on-the-go.*

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



FT001
Liberty Bags
Can Holder



153389
Columbia
Watertight™ II Jacket



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
Peached 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



PRM11SR
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.



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



6277R
Flexfit
Sustainable
Polyester Cap



6600
Next Level
Women's CVC
Relaxed T-Shirt



PRM50STPD
Independent Trading Co.
Pigment-Dyed Fleece Shorts



A584
adidas
Sport Collar
Polo



FOS901071
Oakley
23L Nylon Backpack

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/ Ecru. 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



3321
Rabbit Skins
Toddler Fine
Jersey Tee



3525
LAT
Women's
Weekend
Fleece



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.



8802
Liberty Bags
Recycled Zipper Tote



1270
Alternative
Botanical Dye
Jersey Tee



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



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
Kastlifel
Women's
RecycledSoft™
T-Shirt



2094
Kastlifel
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



ZION
Atlantis Headwear
Sustainable Five-Panel
Trucker Cap



8860R
Liberty Bags
Nicole Recycled
Tote



2010
Kastlfel
Unisex RecycledSoft™
T-Shirt



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.

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



W22712
MV Sport
 Women's Sueded Fleece
 Crewneck Sweatshirt



3321
Rabbit Skins
 Toddler Fine Jersey Tee



6901
LAT
 Fine Jersey Tee



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



231
Paragon
Panama Colorblocked
Long Sleeve T-Shirt



3929
Code Five
Star Print Tee



X210R
Imperial
Alter Ego Cap



8871
J. America
Triblend Fleece
Hooded Sweatshirt



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



3001
BELLA + CANVAS
Jersey Tee



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



229
Paragon
Montauk Oceanic Fade Performance
Long Sleeve T-Shirt



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

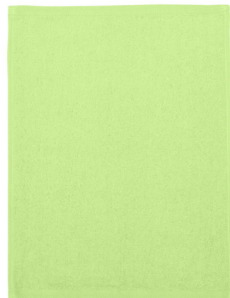


BW2401
Boxercraft
Women's
Willow T-Shirt

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.

