



T-SHIRT

IDEA & SALES GUIDE

CURATED COLLECTIONS
FOR FIVE DYNAMIC MARKETS

RETAIL

RESORTS

CONCERTS

FITNESS

CAUSES

T-shirts remain a popular favorite for people seeking the perfect keepsake from their adventures and experiences. Capitalize on this huge selling opportunity with our T-Shirt Idea & Sales Guide that targets five hot markets.

RETAIL

CONCERTS

CAUSES

RESORTS

FITNESS



SPORT-TEK

DISTRICT

PORT & COMPANY

PORT AUTHORITY

 **ALTERNATIVE**

 **NEW ERA**

Alternative Apparel reserves the right to prohibit the addition to any Alternative Apparel product any mark, name, design or logo that does not meet the high standards of the brand. Please contact your sales representative with questions. These products may not be resold without embellishment.

To protect its reputation and identity, New Era reserves the right to prohibit the addition to any New Era product any trademark, name, design or logo that does not meet the high standards of the brand. New Era products may not be resold without embellishment.

Bags not intended for use by children 12 and under. Bags have a hangtag with information on responsible sourcing, product safety and a California Prop 65 warning.

The information provided herein is for general informational and/or educational uses only. You are responsible for the selection of goods to meet your, your company's or its customers' needs.

RETAIL

Restaurants, bars, coffee shops and cafes build strong communities of devoted followers with trend-right merchandise that captures the unique character of the establishment.



1 AA5050 Alternative The Keeper Vintage 50/50 Tee

4 DT630 District® Super Soft Mesh Back Cap

7 AA5064 Alternative Backstage Vintage 50/50 Tee

10 LW668 Port Authority® Ladies Plaid Flannel Tunic

13 DT6000 District® Young Mens Very Important Tee®

2 DM139L District Made® Ladies Perfect Tri® Long Sleeve Hoodie

5 DM1170L District Made® Ladies Perfect Weight® V-Neck Tee

8 DT6001 District® Juniors Very Important Tee®

11 AA1989 Alternative Eco-Jersey™ 3/4-Sleeve Raglan Henley

14 B110 Port Authority® Over-the-Shoulder Grocery Tote

3 DM139 District Made® Mens Perfect Tri® Long Sleeve Hoodie

6 AA5056 Alternative The Keepsake V-Neck Vintage 50/50 Tee

9 A703 Port Authority® Easy Care Full-Length Apron with Stain Release

12 BG527 Port Authority® Large Tote Cooler

RETAIL



AA5050
Alternative The Keeper
Vintage 50/50 Tee
ADULT SIZES: XS-3XL
15 COLORS



AA5056
Alternative The Keepsake
V-Neck Vintage 50/50 Tee
LADIES SIZES: XS-2XL
14 COLORS



AA5064
Alternative Backstage Vintage
50/50 Tee
LADIES SIZES: XS-2XL
9 COLORS



DM139
District Made® Mens Perfect
Tri® Long Sleeve Hoodie
MENS SIZES: XS-4XL
3 COLORS



DM139L
District Made® Ladies Perfect
Tri® Long Sleeve Hoodie
LADIES SIZES: XS-4XL
4 COLORS



AA1989
Alternative Eco-Jersey™
3/4-Sleeve Raglan Henley
ADULT SIZES: XS-3XL
6 COLORS



DT6000
District® Young Mens
Very Important Tee®
YOUNG MENS SIZES: XS-4XL
31 COLORS



DT6001
District® Juniors Very
Important Tee®
JUNIORS SIZES: XS-4XL
33 COLORS



DT6501
District® Juniors Very
Important Tee® V-Neck
JUNIORS SIZES: XS-4XL
17 COLORS



DT105
District Made® Mens Perfect
Weight® Long Sleeve Tee
MENS SIZES: XS-4XL
6 COLORS



DT104
District Made® Mens
Perfect Weight® Crew Tee
MENS SIZES: XS-4XL
19 COLORS



DM104L
District Made® Ladies
Perfect Weight® Crew Tee
LADIES SIZES: XS-4XL
20 COLORS



DM1170L
District Made® Ladies Perfect
Weight® V-Neck Tee
LADIES SIZES: XS-4XL
12 COLORS



W668
Port Authority® Plaid
Flannel Shirt
ADULT SIZES: XS-4XL
3 COLORS



LW668
Port Authority® Ladies
Plaid Flannel Tunic
LADIES SIZES: XS-4XL
3 COLORS



DT630
District® Super Soft Mesh
Back Cap
6 COLORS



DT600
District® Distressed Cap
10 COLORS



BG527
Port Authority® Large Tote Cooler
17.75"H X 22.75"W (TOP),
16.25"W (BOTTOM) X 7.375"D
3 COLORS



B110
Port Authority® Over-the-
Shoulder Grocery Tote
15.5"H X 14.5"W X 7"D
1 COLOR



A703
Port Authority® Easy Care Full-
Length Apron with Stain Release
22"W X 30"L
6 COLORS

RESORTS

Every year, millions of Americans escape to vacation retreats where they search for the perfect tee or accessory that will help make the memories last.



1 AA8629 Alternative Burnout Schoolyard Hoodie

2 DM139L District Made® Ladies Perfect Tri® Long Sleeve Hoodie

3 AA5050 Alternative The Keeper Vintage 50/50 Tee

4 B400 Port Authority® Two-Tone Shopping Tote

5 CP84 Port & Company® Pigment-Dyed Cap

6 DT600 District® Distressed Cap

7 B118 Port Authority® Allie Tote

8 PC099 Port & Company® Pigment-Dyed Tee

9 PT43 Port Authority® Cabana Stripe Beach Towel

10 DM139 District Made® Mens Perfect Tri® Long Sleeve Hoodie

11 AA9573 Alternative Adrian Eco®-Fleece Zip Hoodie

12 DM1350L District Made® Ladies Perfect Tri® V-Neck Tee

13 AA4013 Alternative Cap Sleeve Satin Jersey Crew T-Shirt

14 BG412 Port Authority® Medium Cotton Canvas Boat Tote

15 AA1973 Alternative Eco-Jersey® Crew T-Shirt

16 AA1940 Alternative Eco-Jersey® Ideal Tee

17 BG413 Port Authority® Large Cotton Canvas Boat Tote

RESORTS



AA1973
Alternative Eco-Jersey™
Crew T-Shirt
ADULT SIZES: S-3XL
9 COLORS



AA1940
Alternative Eco-Jersey™ Ideal Tee
LADIES SIZES: XS-XL
4 COLORS



AA4013
Alternative Cap Sleeve Satin
Jersey Crew T-Shirt
LADIES SIZES: S-2XL
7 COLORS



AA5050
Alternative The Keeper
Vintage 50/50 Tee
ADULT SIZES: XS-3XL
15 COLORS



PC099
Port & Company®
Pigment-Dyed Tee
ADULT SIZES: S-4XL
34 COLORS



DM130
District Made® Mens Perfect
Tri® Crew Tee
MENS SIZES: XS-4XL
11 COLORS



DM130L
District Made® Ladies Perfect
Tri® Crew Tee
LADIES SIZES: XS-4XL
11 COLORS



DM1350L
District Made® Ladies Perfect
Tri® V-Neck Tee
LADIES SIZES: XS-4XL
11 COLORS



DM139
District Made® Mens Perfect
Tri® Long Sleeve Hoodie
MENS SIZES: XS-4XL
3 COLORS



DM139L
District Made® Ladies Perfect
Tri® Long Sleeve Hoodie
LADIES SIZES: XS-4XL
4 COLORS



AA8629
Alternative Burnout
Schoolyard Hoodie
ADULT SIZES: XS-3XL
2 COLORS



AA9573
Alternative Adrian Eco™
Fleece Zip Hoodie
LADIES SIZES: XS-2XL
5 COLORS



CP90
Port & Company® Knit Cap
23 COLORS



DT600
District® Distressed Cap
10 COLORS



CP84
Port & Company®
Pigment-Dyed Cap
6 COLORS



PT43
Port Authority® Cabana Stripe
Beach Towel
35"W X 62"L
8 COLORS



B118
Port Authority® Allie Tote
15.75"H X 13.25"W X 3.5"D
8 COLORS



B400
Port Authority® Two-Tone
Shopping Tote
14.5"H X 14"W X 5.5"D
5 COLORS



BG412
Port Authority® Medium
Cotton Canvas Boat Tote
13.25"H X 12"W X 6.25"D
4 COLORS



BG413
Port Authority® Large
Cotton Canvas Boat Tote
16.5"H X 14"W X 7.5"D
4 COLORS

CONCERTS

Whether it's a throwback concert or a new local band, millions of Americans attend at least one concert or festival each year and love commemorating the experience with a t-shirt.



1 DT5001 District® Juniors The Concert Tee®

2 DT715 District® Retro Backpack

3 DT6301 District® Juniors V.I.T.® Festival Tank

4 DM414 District Made® Ladies Drapery Tank

5 DT5000 District® Young Mens The Concert Tee®

6 DT6300 District® Young Mens V.I.T.® Muscle Tank

7 J7620 Port Authority® Denim Jacket

8 PC54TT Port & Company® Core Cotton Tank Top

9 C112 Port Authority® Snapback Trucker Cap

10 BP61 Port Authority® Core Printed Fleece Blanket

11 STA35 Sport-Tek® PosiCharge® Competitor™ Headband

12 YST450 Sport-Tek® Youth PosiCharge® Competitor™ Cotton Touch™ Tee

13 CP90 Port & Company® Knit Cap

14 BG614 Port & Company® Core Fleece Sweatshirt Cinch Pack

15 BG407 Port Authority® Zip-Top Convention Tote

16 L7620 Port Authority® Ladies Denim Jacket

CONCERTS



DT5000
District® Young Mens
The Concert Tee®
YOUNG MENS SIZES: XS-4XL
22 COLORS



DT5001
District® Juniors
The Concert Tee®
JUNIORS SIZES: XS-4XL
22 COLORS



DT6500
District® Young Mens Very
Important Tee® V-Neck
YOUNG MENS SIZES: XS-4XL
10 COLORS



DM1170L
District Made® Ladies Perfect
Weight® V-Neck Tee
LADIES SIZES: XS-4XL
12 COLORS



YST450
Sport-Tek® Youth PosiCharge®
Competitor™ Cotton Touch™ Tee
YOUTH SIZES: XS-XL
11 COLORS



AA6041
Alternative Rebel Blended
Jersey Long Sleeve Tee
ADULT SIZES: S-3XL
4 COLORS



LPC450VLS
Port & Company® Ladies Long
Sleeve Fan Favorite V-Neck Tee
LADIES SIZES: XS-4XL
13 COLORS



PC54TT
Port & Company® Ladies
Core Cotton Tank Top
ADULT SIZES: S-4XL
17 COLORS



DT6301
District® Juniors V.I.T.™
Festival Tank
JUNIORS SIZES: XS-4XL
7 COLORS



DT6300
District® Young Mens V.I.T.™
Muscle Tank
YOUNG MENS SIZES: XS-4XL
4 COLORS



DM416
District Made® Ladies Drapey
Cross-Back Tee
LADIES SIZES: XS-4XL
4 COLORS



DM414
District Made® Ladies
Drapey Tank
LADIES SIZES: XS-4XL
5 COLORS



J7620
Port Authority® Denim Jacket
ADULT SIZES: XS-4XL
1 COLOR



L7620
Port Authority® Ladies
Denim Jacket
LADIES SIZES: XS-4XL
1 COLOR



STA35
Sport-Tek® PosiCharge®
Competitor™ Headband
11 COLORS



C112
Port Authority® Snapback
Trucker Cap
17 COLORS



CP90
Port & Company® Knit Cap
23 COLORS



BG407
Port Authority® Zip-Top
Convention Tote
16"H X 17.25"W X 3.75"D
6 COLORS



BG614
Port & Company® Core Fleece
Sweatshirt Cinch Pack
17.75"H X 14.5"W
12 COLORS



DT715
District® Retro Backpack
17.75"H X 12.25"W X 5.25"D
7 COLORS

FITNESS

America's interest in fitness is as popular as ever. With over 30 million practicing yoga and nearly 60 million belonging to gyms, fitness enthusiasts want clothing that is serious about performance.



1 ST355P Sport-Tek® PosiCharge® Competitor® Pocketed Short

2 LNEA131 New Era® Ladies Tri-Blend Performance Pullover Hoodie Tee

3 LNEA130 New Era® Ladies Tri-Blend Performance Scoop Tee

4 LNEA106 New Era® Ladies Heritage Blend Hoodie Tank

5 STC34 Sport-Tek® PosiCharge® Electric Heather Cap

6 LPST890 Sport-Tek® Ladies 7/8 Legging

7 LST400 Sport-Tek® Ladies PosiCharge® Tri-Blend Wicking Scoop Neck Raglan Tee

8 NEA130 New Era® Tri-Blend Performance Crew Tee

9 411095 OGIO® Breakaway Duffel

10 411097 OGIO® Transition Duffel

11 NEA131 New Era® Tri-Blend Performance Pullover Hoodie Tee

12 ST400 Sport-Tek® PosiCharge® Tri-Blend Wicking Raglan Tee

13 TW59 Port Authority® Waffle Microfiber Fitness Towel

14 LST356 Sport-Tek® Ladies PosiCharge® Competitor® Racerback Tank

15 LST396 Sport-Tek® Ladies PosiCharge® Electric Heather Racerback Tank

16 STA35 Sport-Tek® PosiCharge® Competitor® Headband

17 BG614 Port & Company® Core Fleece Sweatshirt Cinch Pack

18 BG409 Port Authority® Carry All Zip Tote



NEA130
New Era® Tri-Blend
Performance Crew Tee
ADULT SIZES: XS-4XL
8 COLORS



LNEA130
New Era® Ladies Tri-Blend
Performance Scoop Tee
LADIES SIZES: XS-4XL
9 COLORS



ST400
Sport-Tek® PosiCharge®
Tri-Blend Wicking Raglan Tee
ADULT SIZES: XS-4XL
9 COLORS



LST400
Sport-Tek® Ladies PosiCharge®
Tri-Blend Wicking Scoop Neck
Raglan Tee
LADIES SIZES: XS-4XL
8 COLORS



NEA201
New Era® Series
Performance
Long Sleeve Crew Tee
ADULT SIZES: XS-4XL
7 COLORS



LST356
Sport-Tek® Ladies PosiCharge®
Competitor® Racerback Tank
LADIES SIZES: XS-4XL
11 COLORS



LST396
Sport-Tek® Ladies PosiCharge®
Electric Heather Racerback Tank
LADIES SIZES: XS-4XL
7 COLORS



LNEA106
New Era® Ladies Heritage
Blend Hoodie Tank
LADIES SIZES: XS-4XL
4 COLORS



NEA131
New Era® Tri-Blend
Performance Pullover Hoodie Tee
ADULT SIZES: XS-4XL
4 COLORS



LNEA131
New Era® Ladies
Tri-Blend Performance
Pullover Hoodie Tee
LADIES SIZES: XS-4XL
5 COLORS



ST355P
Sport-Tek® PosiCharge®
Competitor® Pocketed Short
ADULT SIZES: XS-4XL
4 COLORS



LPST890
Sport-Tek® Ladies 7/8 Legging
LADIES SIZES: XS-4XL
1 COLOR



LPST880
Sport-Tek® Ladies NRG
Fitness Pant
LADIES SIZES: XS-4XL
1 COLOR



STA35
Sport-Tek® PosiCharge®
Competitor® Headband
11 COLORS



TW59
Port Authority® Waffle
Microfiber Fitness Towel
14" W X 32" L
4 COLORS



STC34
Sport-Tek® PosiCharge®
Electric Heather Cap
5 COLORS



BG614
Port & Company® Core Fleece
Sweatshirt Cinch Pack
17.75" H X 14.5" W
12 COLORS



BG409
Port Authority® Carry All
Zip Tote
12" H X 19.5" W (TOP),
10" W (BOTTOM) X 10" D
4 COLORS



411095
OGIO® Breakaway Duffel
18" H X 11.5" W X 9" D
6 COLORS



411097
OGIO® Transition Duffel
27" H X 14.5" W X 12" D
3 COLORS

CAUSES

Modern consumers care about creating experiences and developing connections with their "squads." Help them share squad pride on social media with matching attire and accessories.



1 BG406 Port Authority® Day Tote

2 ST362 Sport-Tek® Heather-On-Heather Contender™ Tee

3 DT376 District Made® Mens Game Tee

4 LNEA510 New Era® Ladies Tri-Blend Fleece Pullover Hoodie

5 NEA510 New Era® Tri-Blend Fleece Pullover Hoodie

6 DM466A District Made® Ladies Cosmic Twist Back Tank

7 NE204 New Era® Snapback Contrast Front Mesh Cap

8 LNEA100 New Era® Ladies Heritage Blend Crew Tee

9 NEA100 New Era® Heritage Blend Crew Tee

10 NE1000 New Era® Structured Stretch Cotton Cap

11 LPC450V Port & Company® Ladies Fan Favorite V-Neck Tee

12 PC450 Port & Company® Fan Favorite Tee

13 PC450Y Port & Company® Youth Fan Favorite Tee

14 DT6300 District® Young Mens V.I.T.™ Muscle Tank

15 DT365 District Made® Mens Cosmic Tee

CAUSES



PC450
Port & Company®
Fan Favorite Tee
ADULT SIZES: S-6XL
36 COLORS



LPC450
Port & Company® Ladies
Fan Favorite Tee
LADIES SIZES: XS-4XL
20 COLORS



LPC450V
Port & Company® Ladies
Fan Favorite V-Neck Tee
LADIES SIZES: XS-4XL
20 COLORS



PC450Y
Port & Company® Youth
Fan Favorite Tee
YOUTH SIZES: XS-XL
26 COLORS



PC450LS
Port & Company® Long
Sleeve Fan Favorite Tee
ADULT SIZES: S-6XL
17 COLORS



DT376
District Made® Mens Game Tee
MENS SIZES: XS-4XL
4 COLORS



DT487
District Made® Ladies
Scorecard Tee
LADIES SIZES: XS-4XL
5 COLORS



ST362
Sport-Tek® Heather-On-
Heather Contender™ Tee
ADULT SIZES: XS-4XL
5 COLORS



LST362
Sport-Tek® Ladies Heather-
On-Heather Contender™
Scoop Neck Tee
LADIES SIZES: XS-4XL
5 COLORS



DT6300
District® Young Mens V.I.T.™
Muscle Tank
YOUNG MENS SIZES: XS-4XL
4 COLORS



DT365
District Made® Mens Cosmic Tee
MENS SIZES: XS-4XL
2 COLORS



DM465A
District Made® Ladies Cosmic
Relaxed V-Neck Tee
LADIES SIZES: XS-4XL
2 COLORS



DM466A
District Made® Ladies Cosmic
Twist Back Tank
LADIES SIZES: XS-4XL
2 COLORS



NEA100
New Era® Heritage Blend
Crew Tee
ADULT SIZES: XS-4XL
20 COLORS



LNEA100
New Era® Ladies Heritage
Blend Crew Tee
LADIES SIZES: XS-4XL
21 COLORS



NEA510
New Era® Tri-Blend Fleece
Pullover Hoodie
ADULT SIZES: XS-4XL
4 COLORS



LNEA510
New Era® Ladies Tri-Blend Fleece
Pullover Hoodie
LADIES SIZES: XS-4XL
4 COLORS



NE1000
New Era® Structured Stretch
Cotton Cap
17 COLORS



NE204
New Era® Snapback Contrast
Front Mesh Cap
6 COLORS



BG406
Port Authority® Day Tote
14"H X 14"W X 5.5"D
7 COLORS