

Promo Apparel, Redefined: How To Meet Demand for Premium Lifestyle Apparel

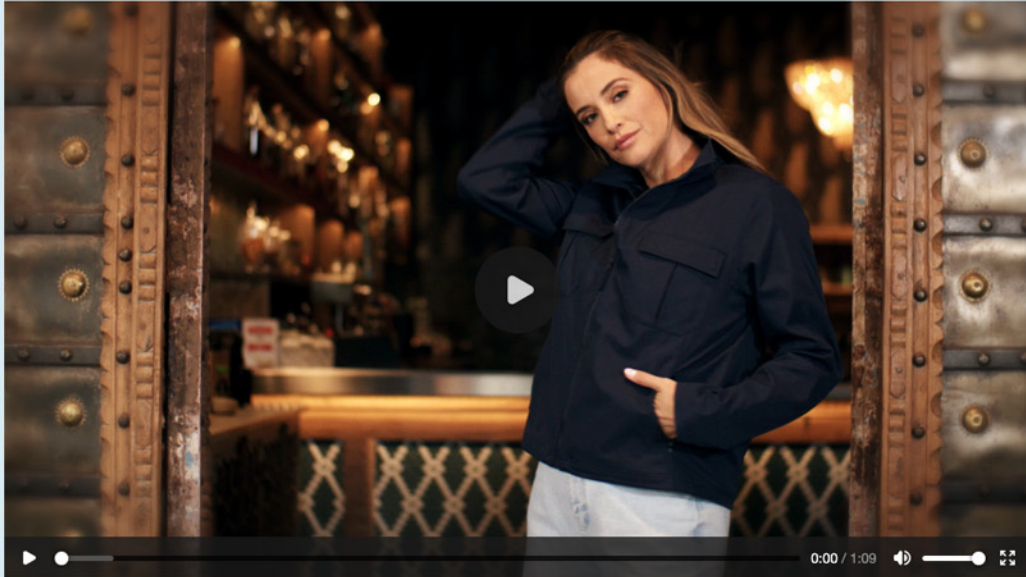


Say “buh-bye” to basic branded apparel.

Today's customers are no longer excited about standard logoed shirts and outerwear. Instead, they want **trend-forward, retail-quality pieces** that fit seamlessly into consumers' closets and lifestyles. Present your clients with the styles they want to see, thanks to one supplier who's bringing a fresh perspective to promo apparel.

Meet the New Antigua Apparel

Forget everything you thought you knew about **Antigua Apparel** (asi/36320). Once primarily known only for their premium golf polos, the brand has since evolved to be your new, go-to source for **modern lifestyle apparel** that's made to impress. With an assortment of fashion-forward pieces constructed from elevated fabrics, this supplier makes it easy to speak to **today's demand for premium, retail-inspired styles** that recipients will actually *want* to wear.



Watch this short video to see how Antigua Apparel brings style and comfort to everyday life.

But don't just take our word for it. **Read on to discover why Antigua Apparel is a name worth reintroducing to your clients.**

Sell the Brand Trusted by Professional Sports Leagues

Let clients know they'll be in good company when they purchase **Antigua Apparel** styles. That's because this supplier's retail division is a **trusted licensed apparel partner for professional sports teams**. Their current portfolio includes the MLB, NFL, NBA, NHL and many more, as well as over 400 colleges and universities – so your clients can order confidently knowing this is an apparel brand that established organizations trust.



Antigua Apparel Style Spotlight:



RINGS POLO MEN'S (105698)

Highlight to clients this polo's eye-catching, yet subtle geometric print that effortlessly conveys high-end style.



CAUSE 1/4 ZIP PULLOVER MEN'S (105188)

Featuring a double-brushed, sueded fabric, this quarter-zip will make branding look as good as it feels when worn.



DAYBREAK 1/4 ZIP HOOD WOMEN'S (105668)

Recipients will love this oh-so soft layering piece that's perfect for the office, coffee with friends or the yoga studio.



Stay Ahead of Trends With Fashion-Forward Styles

Antigua Apparel's style assortment goes beyond the classic polo to now include **fresh silhouettes**, **versatile layers** and **retail-inspired designs** that reflect what's trending in fashion now. From sleek quarter-zips to performance jackets, these modern pieces make it easy to refresh apparel programs and appeal to today's style-conscious buyers.

Antigua Apparel Style Spotlight:



SUBTLE 1/4 ZIP PULLOVER MEN'S (105435)

On trend and ridiculously soft, this quarter-zip brings retail-inspired style to any branded apparel program.



PAR 3 POLO MEN'S (104829)

Made with this supplier's signature soft-brushed fabric, this polo combines comfort with fashion-forward appeal.



BRIGHT 1/4 ZIP PULLOVER MEN'S (105155)

Present this style to give your clients the modern aesthetic they're after without sacrificing premium, performance features.

Share the latest **Antigua Apparel Essentials catalog** with your clients so they can see all of the on-trend clothing styles they can customize for themselves.

[See the Apparel Catalog](#)



Impress With Premium, Retail-Quality Fabrics

Great branded apparel starts with great fabric. **Antigua Apparel's** pieces are constructed from only **sophisticated, premium textiles** that deliver the look, feel and performance buyers expect from retail apparel. From ultra-soft fleece to performance-driven fabrics, these quality materials add **high perceived value** to every style.



Antigua Apparel Style Spotlight:



ESSENCE POLO MEN'S (106136)

This polo's fabric has all the best performance features, such as UPF 50+ sun protection and moisture-wicking properties.



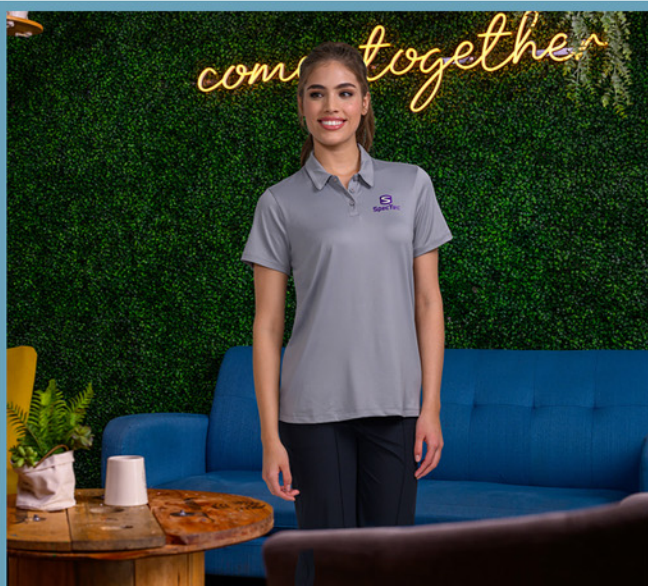
STOWE 1/4 ZIP PULLOVER MEN'S (106139)

Snag-resistant fabric means this pullover will retain its premium feel and appearance, even after heavy use and active wear.



HOLD-UP JACKET MEN'S (105431)

This jacket is made with marled interlock fabric, providing a nice, upscale look and feel.



Deliver Exceptional Design With In-House Decoration

Premium, fashionable apparel deserves branding of the same caliber. That's where you can count on **Antigua Apparel's in-house decoration team**. With a focus on **precision, consistency** and **attention to detail**, they'll ensure every logo or graphic meets the high standards that both you and your client expect.

Antigua Apparel offers high-end decoration in these methods:

- Embroidery
- Heat Seal Patches
- DTF (Direct-to-Film)

Present Elevated Outerwear for End-of-Year Gifts

Holiday gifts and incentives are one of the most profitable sales opportunities of the year. Make the most of it by presenting **premium outerwear** from **Antigua Apparel** that feels worthy of the occasion. These **on-trend, retail-inspired coats, jackets and vests** give clients an impressive way to recognize employees, thank customers and reward top performers.



Antigua Apparel Style Spotlight:



EXPERIENCE FULL ZIP VEST WOMEN'S (105384)

This matte puffer vest is a must-have for those in-between weather days as the weather gets cooler.



REGARD JACKET MEN'S (105605)

Sure to be a new classic, this jacket combines timeless style with premium comfort and quality.



FORTUNE 1/4 ZIP PULLOVER WOMEN'S (101306)

This warm sweater-knit pullover delivers sophisticated style with subtle contrast details and a sleek zippered sleeve pocket.



Secure Add-on Sales With Coordinating Accessories

Don't let the sale stop at apparel. Coordinating **custom headwear from Antigua Apparel** is an easy way to round out apparel programs while increasing order value. Best of all, these hats are **fully customizable with no upcharges**, giving your clients complete creative freedom to design a **cohesive branded look** from head to toe without overspending.

Antigua Apparel Style Spotlight:



Motion Hat (106398)

The stylish rope accent across the curved visor gives this six-panel cap a sporty, modern look that will appeal to a wide variety of audiences.



Swing Hat (106402)

A modern take on the classic trucker cap, this structured five-panel hat pairs heathered fabric with breathable mesh for easy, all-day wearability.



Skills Hat (106403)

This low-profile, unstructured cap offers lightweight comfort, a classic curved visor and an adjustable, snagless closure to ensure an effortless fit.

Give clients a look at the latest **Antigua Apparel Custom Headwear catalog** to discover customizable styles that can complete their branded apparel programs.

[See the Headwear Catalog](#)





Antigua Apparel, asi/36320

To learn more, **visit this supplier on ESP+** or call **(877) 610-1444** (Option 1).

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