



CHOOSING THE RIGHT APPAREL FOR BRAND PROMOTION

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KEY TOPICS

- Purchasing Audience
- Brand Identity
- Fabric and Garment Types
- Decoration Methods

First impressions matter. A polo isn't just a polo.

Visual impact, extending brand reach, and building a community are key elements to consider when choosing decorated apparel for your customer's brand.

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- 01** Purchasing Audience
- 02** Brand Identity
- 03** Fabric and Garment Types
- 04** Decoration Methods

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TARGET AUDIENCE

Analyze and understand your purchasing audience. Dive deep into their interests, values and preferences.

A polo isn't just a polo.

- Who's wearing the polo?
- Representing a specific 'team'?
 - Fabrication matters

Be the expert. Tailor options based on needs.

BRAND IDENTITY

Represents the visual impact a decorated garment can have.

- What's the company or team's brand messaging?
 - Mission and values?
- What's their image?
 - Professional, business casual, relaxed?
- Maintain uniformity
 - Consistency in logo size, colors and garment styles.

How can you help build morale and community?

**UNDERSTANDING
YOUR AUDIENCE**

+

BRAND IDENTITY

=

Apparel Decoration Credibility

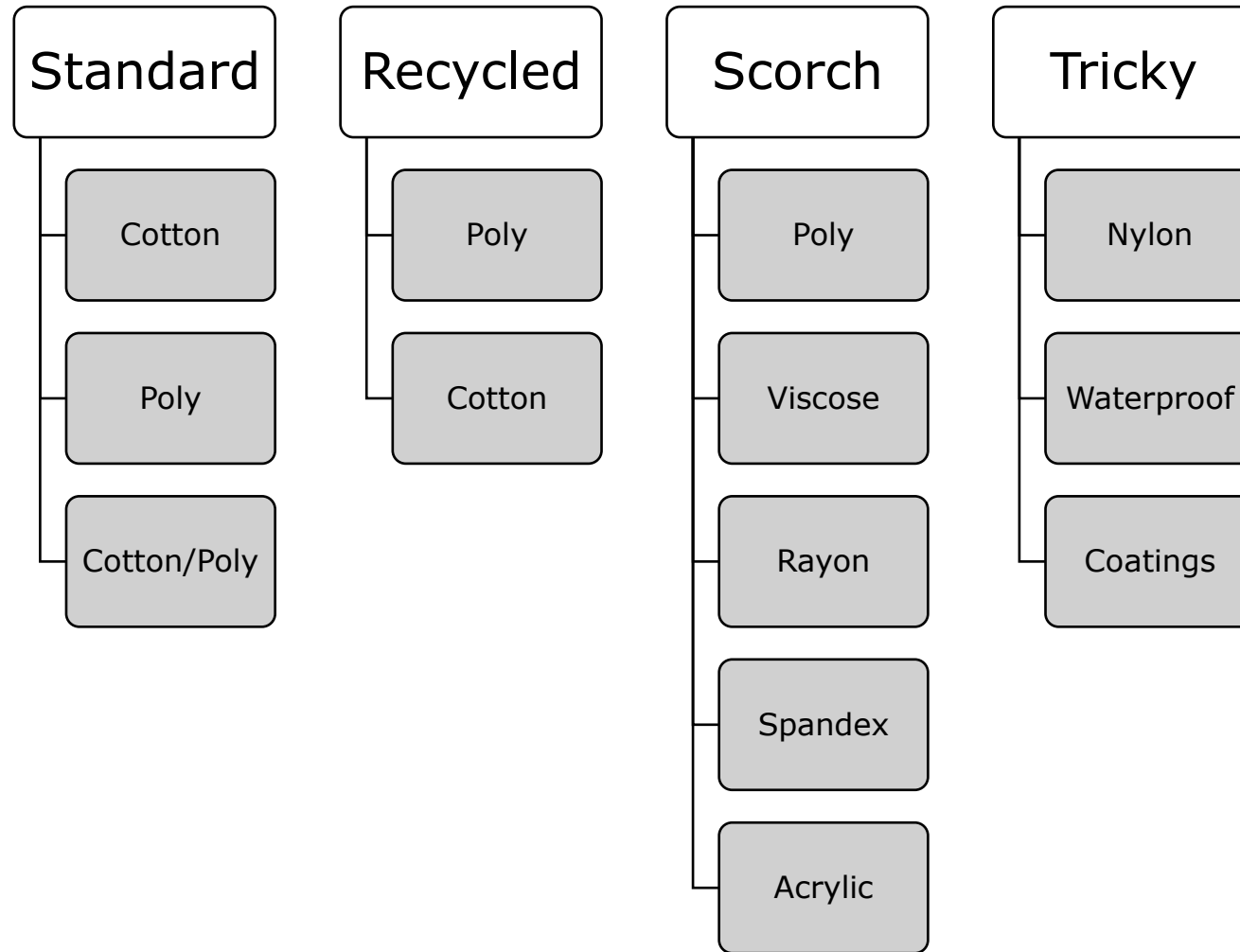
FABRICATION

"These look great." "We love wearing X." "That's our favorite tee."

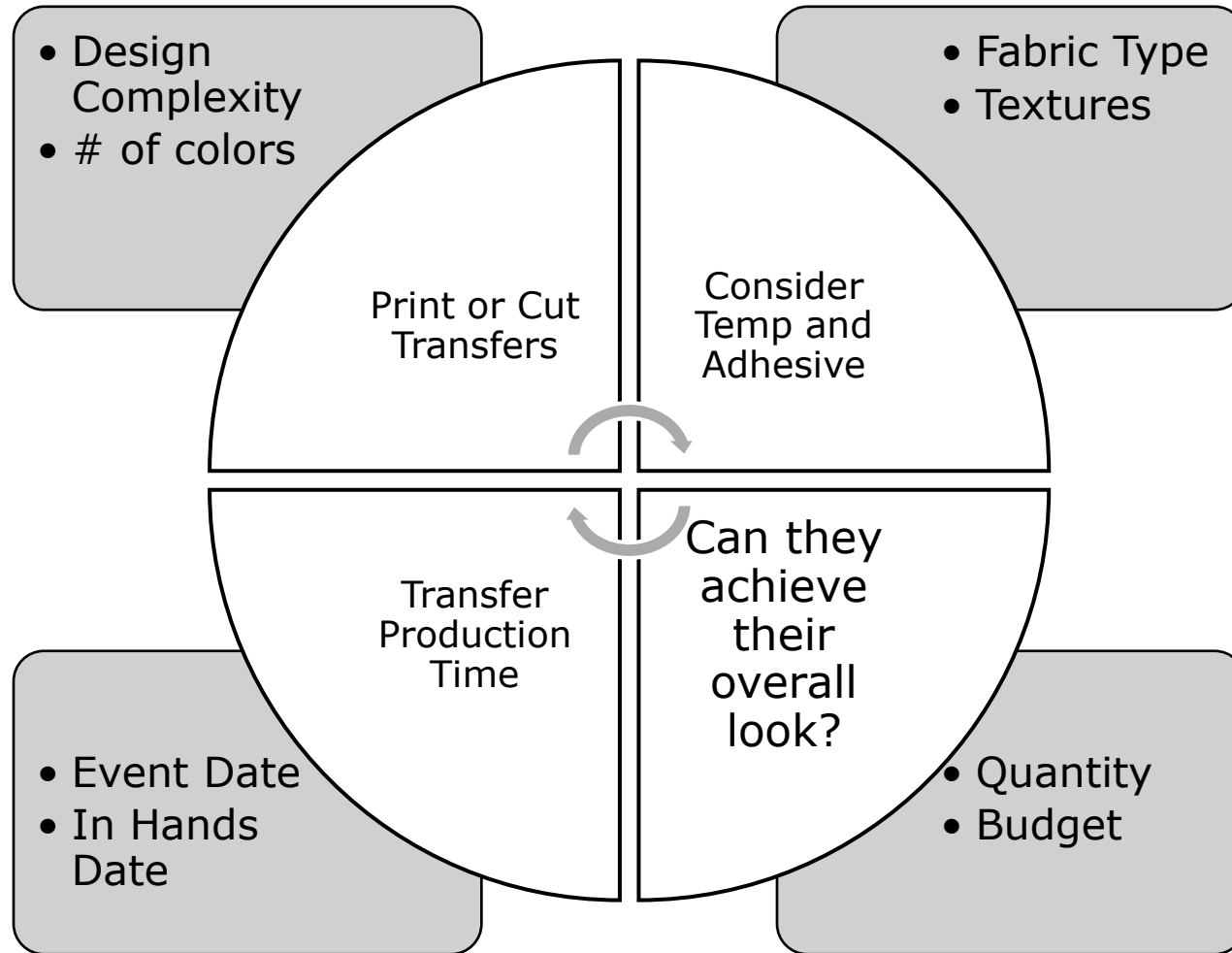
Selecting the right garment isn't just about price.

- Use suitability
 - Cut and fit, durability, breathable, seasonality
- Versatility for decoration
 - Printing types
 - Decoration locations

FABRICATION



CHOOSING THE RIGHT DECORATION



SELLING POWER



The Upgraded Sweatshirt
Popular Decoration



Modern Button Down
Modern Decoration



Trendy Lightweight Pullover
Multicolor Low Temp
Decoration



Classic Work to Play
Minimal Branding with
a Retail Feel

SELLING POWER



The Power Polo
Metallic Decoration



Athleisure that Bleeds
Flexible Deco with a Blocker



Trendy Athleisure
Trending Dimensional
Decoration



Event Merch You'll Want to
Keep with a Premium Look

DON'T FORGET

Elevating Brand Visibility: Represents the visual impact a decorated garment can have.

- Garment Options
 - T-Shirts, Polo Shirts, Hoodies, Jackets, Hats and Bags
- Purpose and Occasion
 - Casual vs. formal, seasonal considerations
- Customization Potential
 - Versatility for different decoration techniques



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on the session with us!**



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