



# New Arrivals

Fall 2021





# New Arrivals

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## Table of Contents

Corporate Cool .....	4-21	Uniform, Work & Basics .....	58-65
Wovens .....	5	Tees .....	59
Fleece .....	6-7	Wovens.....	60-62
Outerwear .....	8-18	Fleece.....	62-63
Accessories .....	19-21	Outerwear.....	64
		Bottoms & Accessories.....	56-57
Corporate Classic .....	22-41		
Polos .....	23-25	Fashion .....	66-77
Wovens .....	26-29	Tees .....	67-69
Fleece.....	30-31	Fleece .....	70-71
Outerwear .....	32-39	Outerwear .....	72-73
Accessories .....	40-41	Kids .....	74
		Accessories .....	75
Performance Classic .....	42-57	Bottoms.....	76-77
Tees .....	43-45		
Polos .....	46		
Fleece .....	47-49		
Wovens .....	50-51		
Outerwear .....	52-54		
Bottoms.....	55		
Accessories .....	56-57		



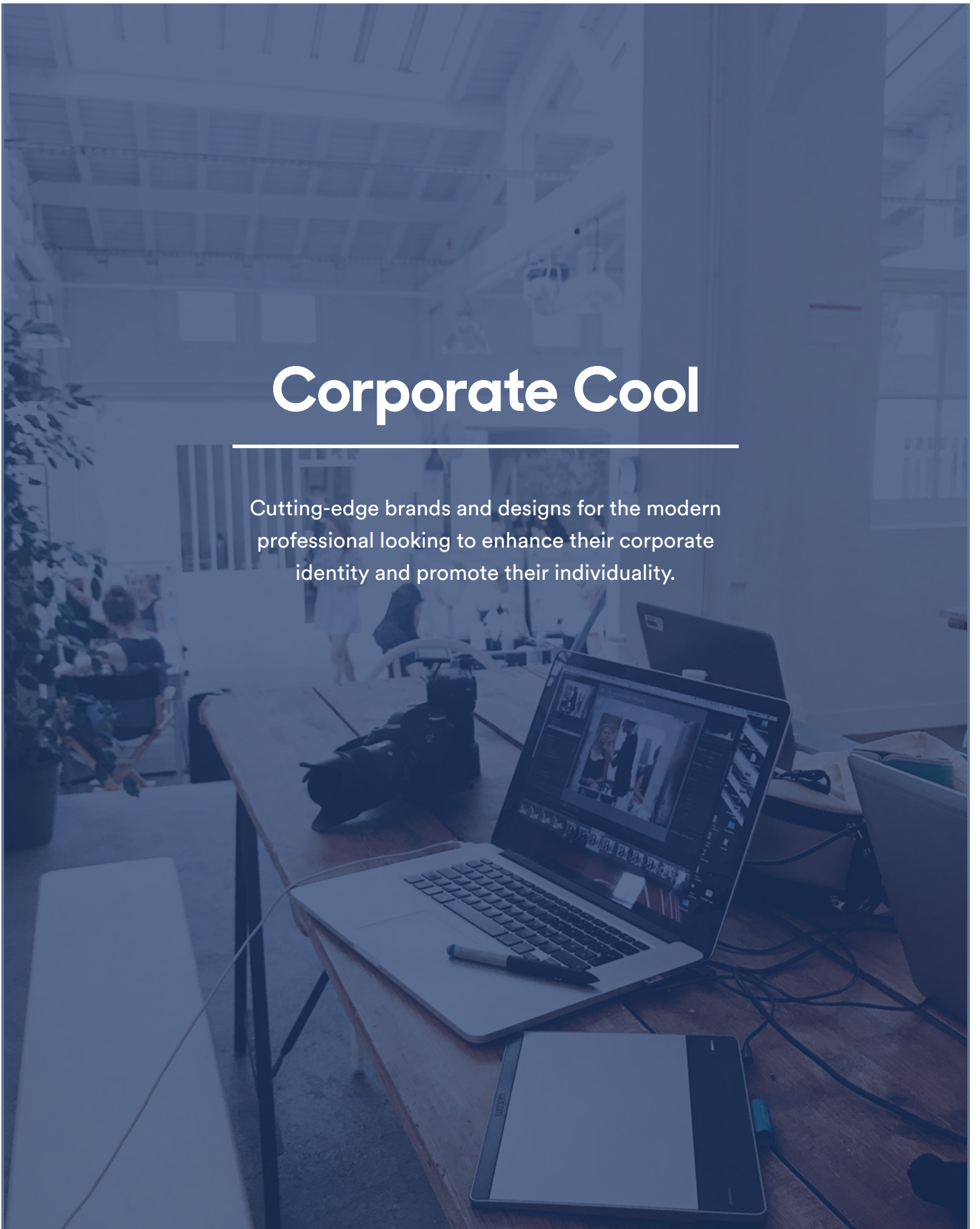
Indicates style is made from Sustainable Materials and/or using Sustainable Manufacturing processes and/or with a Responsible Mindset.

Visit <https://www.alphabroder.com/sustainability> for more information.

# Corporate Cool

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Cutting-edge brands and designs for the modern professional looking to enhance their corporate identity and promote their individuality.





SPRING '21

S17019 | Men's Stryke Woven Shirt



A. 



B.



C.



D.

**TRI**  
**DRI**

FALL '21

**A. TD085** | Ladies' Cropped Oversize Hooded Sweatshirt

  
J-AMERICA

FALL '21

**B. 8711JA** | Unisex Aspen Fleece Pullover Hooded Sweatshirt

**C. 8712JA** | Unisex Aspen Fleece Crew Sweatshirt

**D. 8713JA** | Unisex Aspen Fleece Quarter-Zip Sweatshirt



A.



B.



C.



D.



FALL '21

- A. 8870JA | Adult Triblend Crewneck Sweatshirt
- B. JA8879 | Unisex Gaiter Pullover Hooded Sweatshirt



FALL '21

- C. B3500 | Unisex Polar Fleece Pullover Hooded Sweatshirt
- D. B3910 | Men's Sweater Knit Vest



 SPYDER

FALL '21

S17741 | Ladies' Passage Sweater Jacket





 SPYDER

FALL '21

S17740 | Men's Passage Sweater Jacket



**Marmot**

SPRING '21

41400 | Men's Stonewall Full-Zip Hooded Sweatshirt



A.



B.



C.



D.



SPRING '21

A. S17274 | Men's Pursuit Vest  
B. S17275 | Ladies' Pursuit Vest

C. S17299 | Ladies' Pursuit Jacket  
D. S17298 | Men's Pursuit Jacket



 SPYDER

FALL '21

**S17743** | Ladies' Touring Jacket



 SPYDER

FALL '21

S17742 | Men's Touring Jacket



B. 



 SPYDER

FALL '21

- A. S17749 | Men's Touring Vest
- B. S17907 | Ladies' Touring Vest
- C. S17744 | Men's Diamond Jacket
- D. S17745 | Adult Diamond Parka

D. 





A.



B.



C.



D.



SPRING '21

- A. S17028 | Men's Transit Vest
- B. S17029 | Ladies' Transit Vest
- C. S17035 | Ladies' Sygnal Jacket
- D. S17034 | Men's Sygnal Jacket

- E. S17388 | Ladies' Transit Jacket
- F. S17032 | Adult Patrol Anorak
- G. S17030 | Adult Transit Shirt Jacket
- H. S17302 | Men's Transit Jacket





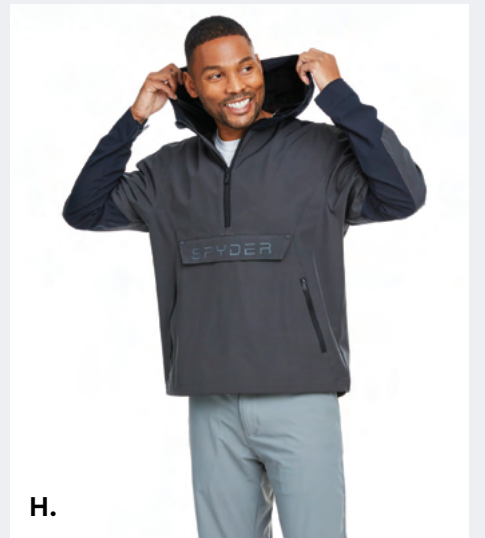
E.



F.



G.



H.



 **DRI-DUCK**

FALL '21

5330DD | Men's River Packable Jacket



 **Marmot**

SPRING '21

41520 | Men's PreCip Eco Anorak Jacket



A.



B.



C.



SPRING '21

A. S17211 | Spire Convertible Backpack Hip Pack  
B. S17212 | Spinner Convertible Backpack

C. S17517 | Ripstop Belt Bag



 SPYDER

FALL '21

S17909 | Passage Beanie

 Marmot

FALL '21

13960 | Tides Slouch Beanie



 PACIFIC  
HEADWEAR

FALL '21

107C | Elements Aqua Camo Trucker  
Snapback Hat



FALL '21

104C | Trucker Snapback Hat



FALL '21

1501P | Cuffed Knit Beanie with Pom Pom



FALL '21

6606VC | Classics® Veil® Retro Trucker Hat





# Corporate Classic

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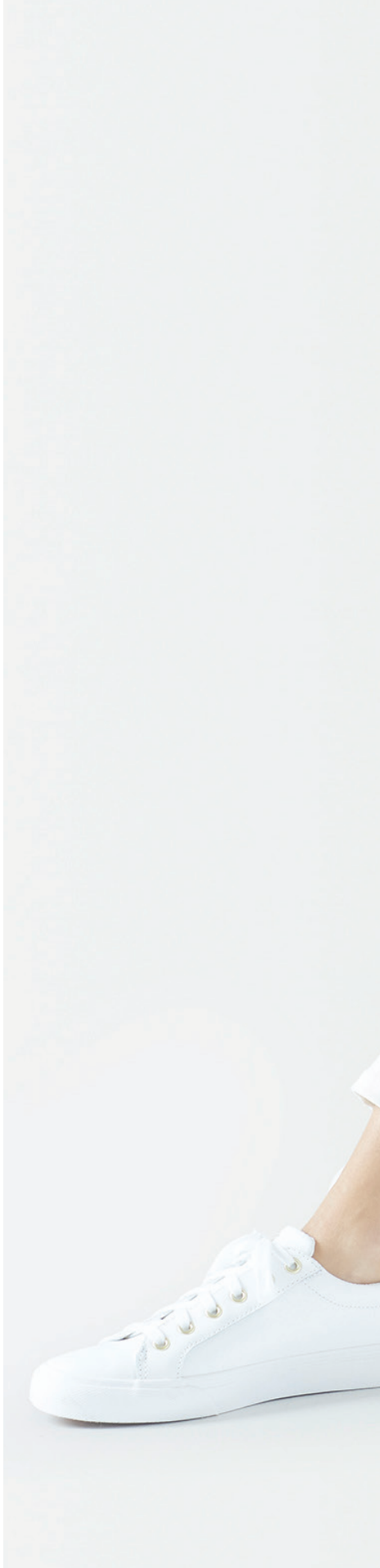
Signature brands and designs for the traditional professional looking to create a timeless corporate image and provide on-trend looks with all-day comfort.



 Columbia

SPRING '21

1772051 | Men's Utilizer Polo



SPRING '21

N17165 | Men's Deck Polo



# NAUTICA



SPRING '21

N17168 | Ladies' Deck Polo



NAUTICA

SPRING '21

N17170 | Men's Staysail Shirt



NAUTICA

SPRING '21

N17289 | Ladies' Staysail Shirt



DEVON & JONES®

SPRING '21

DP617W | Ladies' Perfect Fit Tie-Front Blouse



DEVON & JONES®

SPRING '21

DP613W | Ladies' Perfect Fit Boat-Neck Blouse



NAUTICA

FALL '21

**N17199** | Unisex Anchor Pullover Hooded Sweatshirt



NAUTICA

FALL '21

N17175 | Unisex Anchor Crew Neck Sweatshirt



NAUTICA

FALL '21

**N17186** | Men's Nautical Mile Puffer Packable Jacket



**N17187** | Ladies' Nautical Mile Puffer Packable Jacket





NAUTICA

FALL '21

**N17789** | Men's Wavestorm Softshell Jacket



NAUTICA

FALL '21

**N17790** | Ladies' Wavestorm Softshell Jacket



A.



B.



C.



D.

## NAUTICA

SPRING '21

- A. **N17176** | Men's Anchor Quarter-Zip Pullover
- B. **N17397** | Ladies' Anchor Quarter-Zip Pullover
- C. **N17582** | Men's Navigator Full Zip

- D. **N17387** | Ladies' Navigator Full Zip
- E. **N17183** | Ladies' Voyage Raincoat
- F. **N17174** | Unisex Windward Pullover Jacket



F.



E.



NAUTICA

SPRING '21

N17182 | Men's Voyage Raincoat



DEVON & JONES®

SPRING '21

A. DG700 | Men's Vision Club Jacket

B. DG700W | Ladies' Vision Club Jacket



A.



B.



C.



D.

 Columbia

FALL '21

- A. 1757411 | Ladies' Powder Lite™ Vest
- B. 1954251 | Men's Steens Mountain Novelty™ 1/2 Snap Hooded Jacket
- C. 1911111 | Men's Rugged Ridge™ II Sherpa Full-Zip Fleece Jacket
- D. 1939901 | Ladies' West Bend™ Sherpa Full-Zip Fleece Jacket



SPRING '21

1890031 | Zigzag 30L Backpack



FALL '21

Y7005 | Classic Jockey Camper Cap



FALL '21

YP6002 | Classic Poplin  
Snapback Golf Cap





NAUTICA

SPRING '21

N17606 | J-Class Baseball Cap



NAUTICA

SPRING '21

N17688 | Bucket Cap

NAUTICA

FALL '21

N17910 | Hold Fast Backpack



A scenic mountain landscape with a lake and two hikers. The scene is set in a valley with steep, rocky mountains in the background. A calm lake reflects the surrounding scenery. In the foreground, two hikers are sitting on a rocky ledge, looking towards the lake. One hiker is wearing a colorful beanie and a backpack, pointing towards the distance. The other hiker is wearing a dark jacket and a black beanie. The overall atmosphere is serene and majestic.

# Performance Classic

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Active brands and designs for organizations and teams looking to promote group identity & unity and provide versatility for everyday use.



**CORE**365

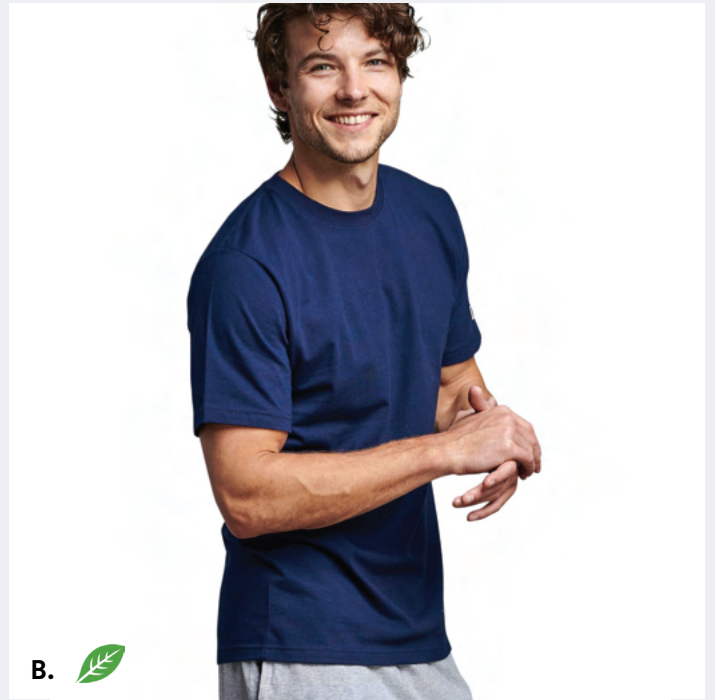
FALL '21

**CE111L** | Adult Fusion ChromaSoft<sup>™</sup>  
Performance Long-Sleeve

**CE111T** | Adult Fusion ChromaSoft<sup>™</sup>  
Performance T-Shirt



A. 



B. 



C. 



D. 



FALL '21

**A. 600LRUS** | Unisex Cotton Classic Long-Sleeve T-Shirt

**B. 600MRUS** | Unisex Cotton Classic T-Shirt

**C. 64LTTM** | Unisex Essential Performance Long-Sleeve T-Shirt

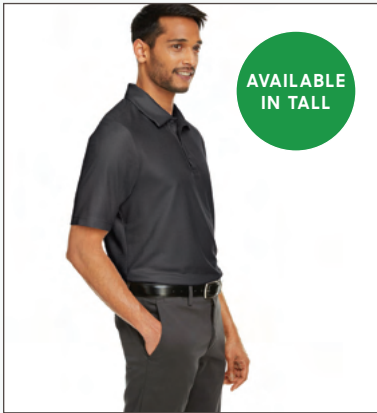
**D. 64STTM** | Unisex Essential Performance T-Shirt



**TEAM** ★ 365 ★

FALL '21

TT62 | Unisex Zone Colorblock Raglan T-Shirt



AVAILABLE  
IN TALL

**CORE**365

FALL '21

CE112L | Men's Fusion ChromaSoft™ Long-Sleeve Pique Polo

CE112T | Men's Tall Fusion ChromaSoft™ Pique Polo



**TEAM** ★ 365 ★

FALL '21

TT97 | Unisex Zone HydroSport® Heavyweight Quarter-Zip Hooded Sweatshirt

A.



B.



C.



D.



**A4**

FALL '21

- A. N4275 | Men's Sprint Tech Fleece Sweatshirt
- B. N4279 | Men's Sprint Tech Fleece Hooded Sweatshirt

**R**  
RUSSELL  
ATHLETIC

FALL '21

- C. 82RNSM | Unisex Cotton Classic Crew Sweatshirt
- D. 1Z4HBM | Unisex Dri-Power® Quarter-Zip Cadet Fleece Jacket
- E. 82ONSM | Unisex Cotton Classic Hooded Sweatshirt



E. 



F. 



G. 



FALL '21

F. 695HBM | Unisex Dri-Power® Crew Sweatshirt

G. 698HBM | Unisex Dri-Power® Hooded Sweatshirt 49



 Columbia

SPRING '21

1577761 | Men's Utilizer II Solid Performance Shirt



A. 



B.



C.



SPRING

- A. 62220 | Men's Elridge Woven Shirt
- B. 42100 | Men's Aerobora Woven Shirt
- C. 42110 | Men's Aerobora Long Sleeve Woven Shirt



**CORE365**

FALL '21

CE710 | Unisex Techno Lite Colorblock Windbreaker



**TEAM** ★ 365 ★

FALL '21

TT99 | Unisex Zone HydroSport® Hybrid Vest



**TEAM**★365

SPRING '21

TT87 | Zone HydroSport®  
Storm Flap Jacket

**A4**

FALL '21

D. N6213 | Men's Sprint Tech Fleece Jogger



FALL '21

C. 20JHBM | Men's Dri-Power® Pocket Jogger





 **Columbia**

SPRING '21

1447091 | Unisex Bora Bora II Booney Bucket Cap



**TEAM** 

FALL '21

TT900 | Zone HydroSport™ Blanket



 **YUPOONG**

FALL '21

6389 | Cvc Twill Hat



**FLEXFIT®**

FALL '21

5577UP | Adult Flexfit Unipanel  
Melange Hat



**FLEXFIT®**

FALL '21

6100NU | Adult Flexfit NU Hat



**FLEXFIT®**

FALL '21

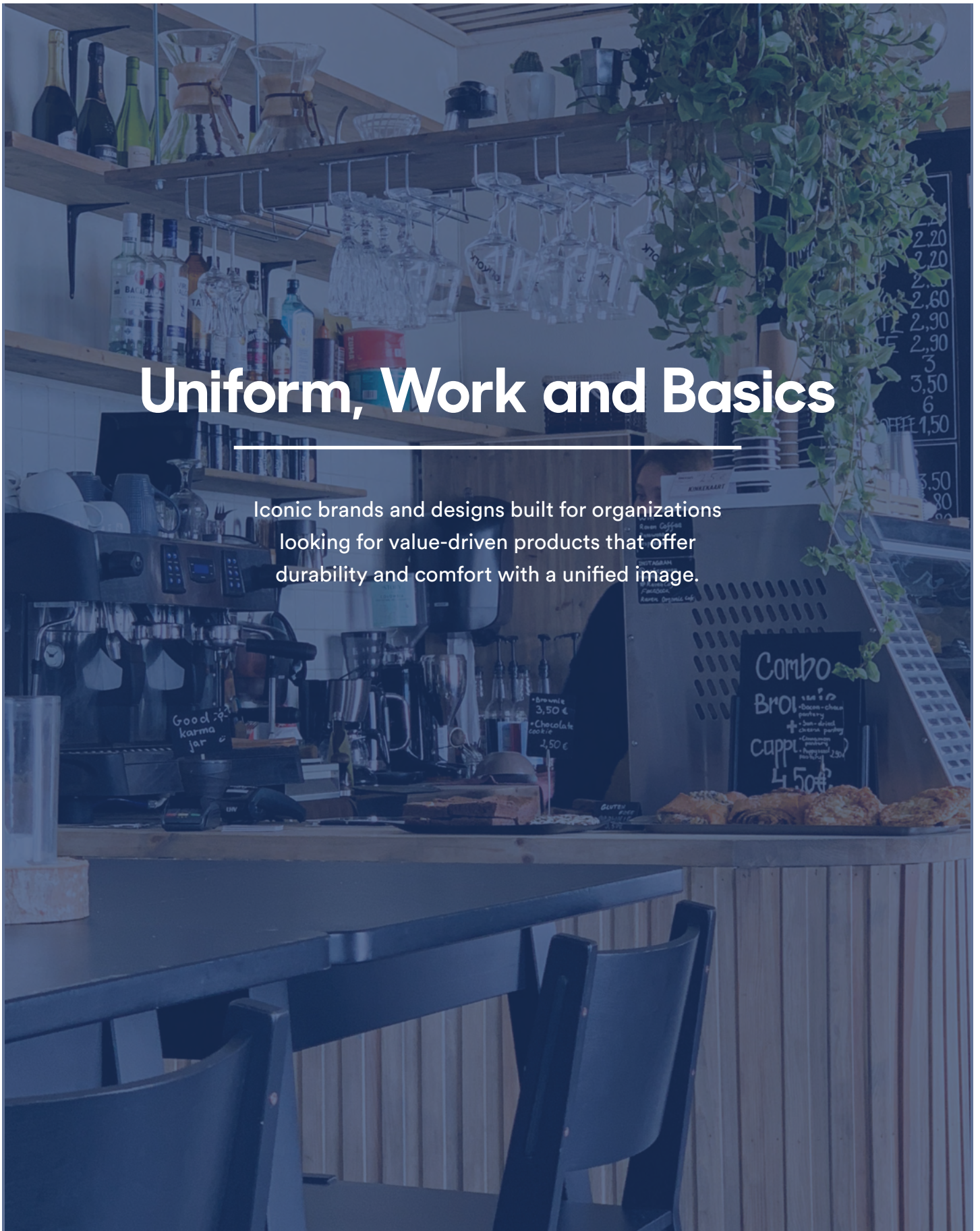
6277VC | Adult VEIL® Flexfit Cap



# Uniform, Work and Basics

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Iconic brands and designs built for organizations looking for value-driven products that offer durability and comfort with a unified image.





FALL '21

**BSM38** | Men's Lightweight  
Performance Pocket  
T-Shirt



**H** HARRITON

FALL '21

**A. M585** | Men's Advantage IL Short-Sleeve Work Shirt  
**B. M585W** | Ladies' Advantage IL Short-Sleeve Work Shirt

**C. M540** | Men's Denim Shirt-Jacket





 **DRI-DUCK**

FALL '21

**4441** | Men's Crossroad Woven Shirt



 **DRI-DUCK**

FALL '21

**4450DD** | Men's Craftsman Woven Shirt



**THE ARTISAN**  
COLLECTION BY  
**REPRIME**

FALL '21

**RP906** | Unisex Chef's Zip-Close Short Sleeve Jacket



  
**FRUIT OF THE LOOM**

FALL '21

**4930LSH** | Men's HD Cotton™ Jersey Hooded Sweatshirt



AVAILABLE  
IN TALL

**H** HARRITON®

FALL '21

**M711/M711T** | Men's ClimaBloc™  
Heavyweight  
Hooded Sweatshirt

 DRI-DUCK



A.

 DRI-DUCK



B.

 DRI-DUCK



C.

 DRI-DUCK



D.

FALL '21

 BERNE.



E. 

 BERNE.



F. 

FALL '21

- A. 5325 | Men's Field Jacket
- B. 5326 | Men's Kodiak GrizzlyTec™ Canvas Jacket
- C. 5055DD | Men's Yellowstone Dri Flex Canvas Jacket
- D. 5330DD | Men's River Packable Jacket

FALL '21

- E. J374 | Men's Highland Washed Gasoline Jacket
- F. JL17 | Men's Flagstone Flannel Lined Duck Jacket
- G. HVV046 | Adult Hi-Vis Class 2 Multi-Color Vest



**BERNE.**



**G.**

**HARRITON**



**H.**

**HARRITON**



**I.**

**BAG EDGE**



**J.**

**THE ARTISAN  
REPRIME**



**K.**

**THE ARTISAN  
REPRIME**



**L.**



**BERNE.**



**M.**



**BERNE.**



**N.**

**THE ARTISAN  
REPRIME**



**O.**

**FALL '21**

- H. M803** | ClimaBloc™ Lined Beanie
- I. M802** | ClimaBloc™ Ear-Flap Cap

**FALL '21**

- J. BA005** | Fleece Lined Bandana
- K. RP129** | Cross Back Barista Apron
- L. RP102** | Organic Cotton Bib Apron

**FALL '21**

- M. B1068** | Acre Unlined Washed Bib Overall
- N. B415** | Men's Heritage Insulated Bib Overall
- O. RP556** | Unisex Chef's Artisanal Jogger

An aerial photograph of a city skyline, likely New York City, taken at dusk or dawn. The sky is a deep, dark blue with some lighter clouds near the horizon. The city is densely packed with skyscrapers and buildings. The Chrysler Building is prominent on the left side. The overall image has a blue color overlay, giving it a moody and sophisticated feel.

# Fashion

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Trending brands and designs for those looking for the perfect fashion-forward vehicle for their unique brand or group identity.



**TRI**  
**DRI**

FALL '21

**TD042** | Ladies' Yoga Knot Tank

**L/7** LANE  
SEVEN

FALL '21

**LST002** | Unisex Vintage T-Shirt





**Champion**

SPRING '21

**T453W** | Ladies' Cropped Reverse Weave T-Shirt

**NL** | **NEXT LEVEL APPAREL**

SPRING '21

**1801NL** | Unisex Ideal Heavyweight Long-Sleeve T-Shirt



**ALTERNATIVE**

FALL '21

**1172C1** | Ladies' Her Go-To T-Shirt



**Champion**

SPRING '21

**T453** | Unisex Heritage Long-Sleeve T-Shirt

**NL** | **NEXT LEVEL APPAREL**

SPRING '21

**1580NL** | Ladies' Ideal Crop T-Shirt



**THREADFAST APPAREL**

FALL '21

**382LS** | Unisex Impact Long-Sleeve T-Shirt



**THREADFAST**  
APPAREL

FALL '21

**382T** | Unisex Impact Tank



FALL '21

**3816** | Ladies' Curvy Fine Jersey T-Shirt



FALL '21

**3817** | Ladies' Curvy V-Neck Fine Jersey T-Shirt



**THREADFAST**  
APPAREL

FALL '21

**382PL** | Unisex Impact Polo



**Tie-Dye**

FALL '21

**3400** | Ladies' Racerback Tank



**Tie-Dye**

FALL '21

**1050CD** | Ladies' Crop T-Shirt



**econscious**

FALL '21

**EC5980** | Unisex Hemp Hero Full-Zip hooded Sweatshirt



**TRIG**

FALL '21

**TD085** | Ladies' Cropped Oversize Hooded Sweatshirt



**R**  
RUSSELL  
ATHLETIC

FALL '21

**1Z4HBM** | Unisex Dri-Power® Quarter-Zip Cadet Fleece Jacket



**R**  
RUSSELL  
ATHLETIC

FALL '21

**695HBM** | Unisex Dri-Power® Crew Sweatshirt



**GILDAN**

FALL '21

**SF000** | Adult Softstyle® Fleece Crew Sweatshirt



**R**  
RUSSELL  
ATHLETIC

FALL '21

**82RNSM** | Unisex Cotton Classic Crew Sweatshirt



**R**  
RUSSELL  
ATHLETIC

FALL '21

**82ONSM** | Unisex Cotton Classic Hooded Sweatshirt



**R**  
RUSSELL  
ATHLETIC

FALL '21

**698HBM** | Unisex Dri-Power® Hooded Sweatshirt



**GILDAN**

FALL '21

**SF500** | Adult Softstyle® Fleece Pullover Hooded Sweatshirt



**Hanes**

FALL '21

**RS160** | Perfect Sweats Crew Sweatshirt



**Hanes**

FALL '21

**RS170** | Perfect Sweats Pullover Hooded Sweatshirt



**NL** | **NEXT LEVEL**  
APPAREL

SPRING '21

**9002NL** | Unisex Malibu Pullover Sweatshirt



**NL** | NEXT LEVEL  
APPAREL

SPRING '21

**9302** | Unisex Classic PCH  
Hooded Pullover  
Sweatshirt



FALL '21

**6789** | Adult Statement  
Fleece Crew  
Sweatshirt



FALL '21

**6996** | Adult Statement  
Fleece Hoodie



FALL '21

**6926** | Adult Fleece  
Hooded Sweatshirt



# THREADFAST

APPAREL

SPRING '21

- A. 382R | Unisex Impact Raglan T-Shirt
- B. 380P | Unisex Impact Jogger Pant
- C. 280L | Ladies' Impact Leggings





D. 



E. 



F. 



G.

**TRIDRI**

FALL '21

- D. TD055 | Ladies' Yoga Fitted Jogger
- E. TD531 | Ladies' Performance Leggings
- F. TD304 | Ladies' Performance Compression Leggings

**L/7 LANE SEVEN**

FALL '21

- G. LST006 | Unisex Premium Jogger Pant

 ALTERNATIVE

FALL '21

- H. 8803PF | Unisex Eco-Cozy Fleece Sweatpant



H. 



FALL '21

**3029** | Toddler Five Star T-Shirt



FALL '21

**4329** | Infant Five Star Bodysuit



A. 



B. 



C. 



D. 

**econscious** 

FALL '21

- A. EC7025 | Structured Baseball Cap
- B. EC7091 | Washed Hemp Unstructured Baseball Cap

- C. EC8003 | Organic Cotton Twill Go Forth Tote
- D. EC8101 | Organic Gift Bag



**Champion**

SPRING '21

CO126 | Men's Coach's Jacket



**THREADFAST**  
APPAREL

FALL '21

397J | Unisex Vegan Leather Puffer Jacket



**JustHoods**  
RWDB

FALL '21

JHA043 | Men's Heavyweight  
Letterman Jacket



**Champion**

SPRING '21

CO125 | Adult Full-Zip Anorak Jacket



[Click the logos for the new styles from these brands](#)