



# ADVENTURE JACKET

## WOMEN'S 5087 & MEN'S 9087

### CASE STUDY

**MARKET:** Healthcare/Hospitals

**PRODUCT USE:** Gift

**OPPORTUNITY:** A mid-sized hospital in the Boston area was looking for some new apparel for nurses and administrative personnel in multiple departments. They were looking for something lightweight with pockets for storing valuables and also a full-zip piece for easy on and off. They had a strict budget of under \$50 per person. With a tight budget, they looked to Charles River because of the brand's reputation for its high value and strong recognition in the market.

**SOLUTION:** They chose the Adventure Jacket because it had a great fit, could be used as a layering piece and offered zippered pockets for storing valuables. The jacket came in core colors that allowed them to outfit multiple departments and give each team the flexibility to choose the color that was right for their teams.