



BRIGHAM KNIT JACKET

WOMEN'S 5189 & MEN'S 9189

CASE STUDY

MARKET: Entertainment

PRODUCT USE: Gift for all participants in the halftime show

OPPORTUNITY: A customer, who was representing a nationally broadcasted halftime show sponsored by a well-known beverage company, needed a light-weight style that could outfit 600 participants who would be on the field during the halftime show. They wanted something new to the market so that it would be more meaningful for the participants. This was a special gift to commemorate two amazing women scheduled to perform at the halftime show. The decorated logo had multiple colors so the ability to take heat transfer was also an important aspect of the piece.

SOLUTION: The Bringham was the perfect solution for the event. It had a great space-dye look and feel and was lightweight and breathable, making it perfect for the cool Miami nights in February. Plus, this piece took heat transfer beautifully. The combination of the nationally recognized event logo and the quality and style will keep this piece at the front of the participants' closet as a unique apparel item for years to come.