



# CAPTAIN'S JACKET

## ADULT 9076

### CASE STUDY

**MARKET:** Team/Sportswear Product

**PRODUCT USE:** Gifts for high school athletic varsity captains

**OPPORTUNITY:** A large high school wanted to purchase gifts for all of the senior captains from multiple athletic teams. They wanted something that had a uniform look and feel with the ability to customize for each sport.

**SOLUTION:** The school looked at multiple pieces and styles for this program but ultimately landed on the Captains Jacket after seeing a decorated sample for USA Basketball. They thought it fit well with the theme for their captains and liked the weight and faux letterman look and feel. They personalized each jacket for the specific sports and accomplishments, making it a nice custom piece for all of the captains. The school was so happy with the piece, they that added it to their school store.