



LIGHTWEIGHT NEWPORT HOODIE

ADULT 9072

CASE STUDY

MARKET: Spiritwear/Sorority

PRODUCT USE: Gift

OPPORTUNITY: A nationally recognized sorority at the University of Rhode Island was sponsoring a large cookout for potential new sorority sisters. They were looking for something fun and comfortable that would distinguish them from those attending rush and prospecting the sorority. They explored lanyards, hats, and blinking necklaces but ultimately wanted something that would demonstrate their sense of fashion and fun while showing the value of becoming a member of their sorority. They also knew that the likelihood of their sisters wearing one of the “throwaway” items was highly unlikely. They researched several apparel brands with tees, hoodies, and jackets.

SOLUTION: After debating many of the suggested products, the leadership group decided on Charles River’s Lightweight Newport Hoodie. They loved the look and feel and thought the weight was perfect for the chillier nights in Rhode Island. They ordered 125 units with their sorority logo embroidered on the left chest and will be offering them as an item for the new pledge sisters to order once they become members.