



NAUGATUCK SHIRT

WOMEN'S 2128 & MEN'S 3129

CASE STUDY

MARKET: Information Technology Application Developing Company

PRODUCT USE: Apparel for attendees at the largest tradeshow for companies that develop mobile applications.

OPPORTUNITY: A major start up app company was looking for a nicer piece that their attendees could wear, with the majority of the attendees – both men and women - in the 20-30 age range. Prior to knowing the options, the team was looking for a brand they are familiar with but also wanted to find a piece that not everyone had. Their goal was to outshine their competition and they knew it started with a great “first impression” of the employees (which meant not looking like everyone else).

SOLUTION: The EA who was in charge of picking the apparel piece really liked the Naugatuck style because of its quality, color options, and price. The also felt the styling of the shirt made it easy to outfit both men and women which was important based on the diverse group of attendees. With an all-in budget of \$45 they were extremely pleased with the high perceived value of the shirt.