



STRIPED SIDELINE JACKET

ADULT 9025

CASE STUDY

MARKET: Corp Account/Supplying the Alcoholic Beverage Industry

PRODUCT USE: Apparel for sales team

OPPORTUNITY: The organizers needed to provide a lightweight jacket for male and female coaches traveling in for a national competition. They wanted to include the local team colors but still have a cohesive look. They needed something lightweight as well as wind resistant. The coaches needed to stand out in the crowd so they could be identified easily by their players.

SOLUTION: They chose the Sideline Jacket because of its streetwear inspiration and team look and feel. They said it had a youthful look and feel while also making them look like a unified team. The adult sizing was an added bonus because it would fit both men and women making the ordering process easier. They chose the black and white jacket and imprinted the name of the drink on the front with an oversized image of a fire-breathing dragon on the back. The “coolness” factor of the jacket and artwork provided high visibility during the event. The team was so excited about the jackets they wore them beyond the bar extending the brand’s visibility and awareness.