



# STRIPED SIDELINE JACKET

## ADULT 9025

### CASE STUDY

**MARKET:** National Coaching

**PRODUCT USE:** National Tennis competition

**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:** The Sideline Jacket included almost every color they needed, and they were able to use the black and white color as a neutral piece that could be used for the other schools. The bold white stripe gave them the flexibility to put the school logo on the left along with the sport on the right. The jacket was perfect for the chilly spring mornings with providing a nice keepsake for all those who attended. Extra jackets were produced and sold at the event. The jackets sold at a premium price and were a great way for the organization to get additional revenue.