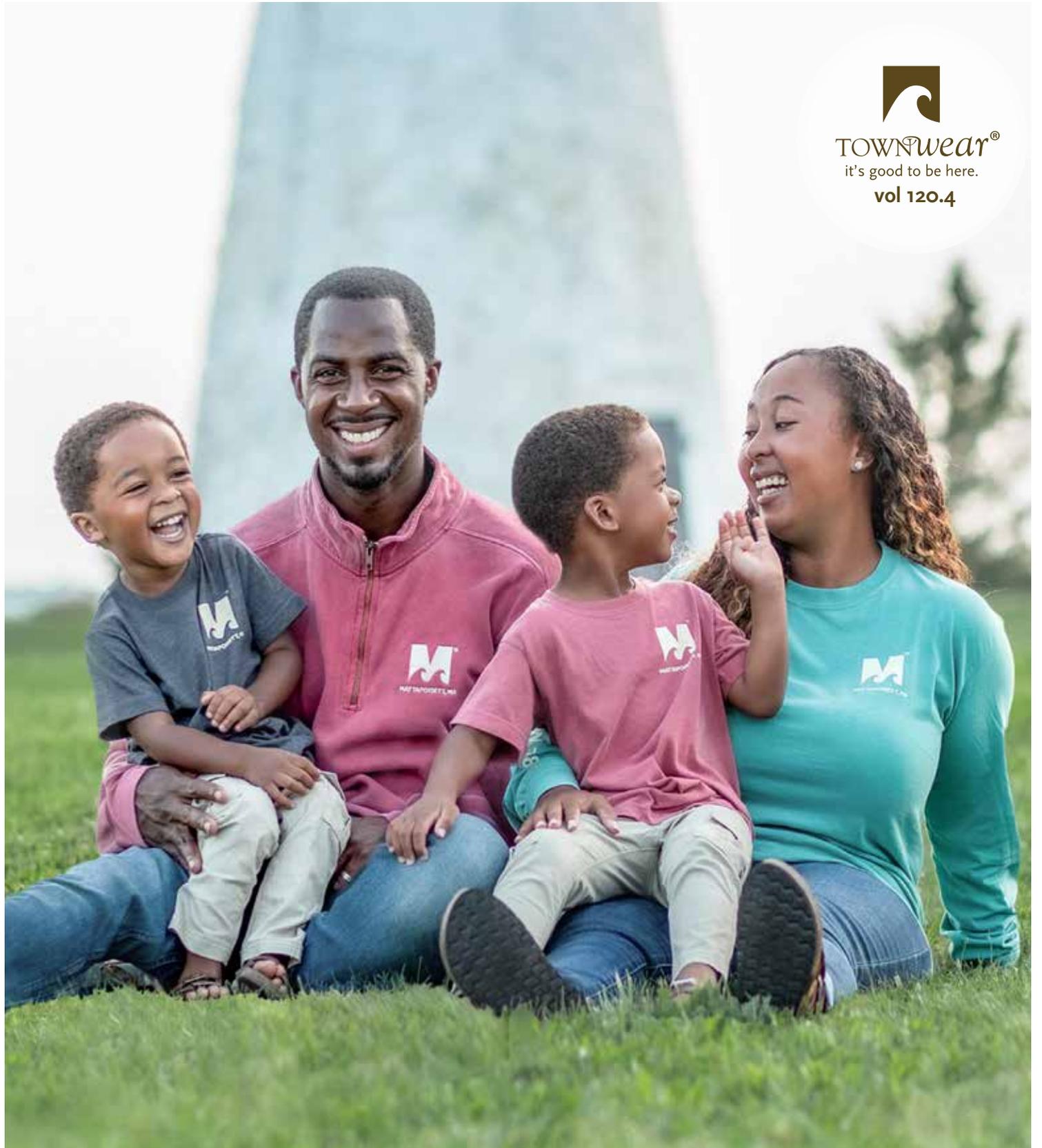




# TOWNwear<sup>®</sup> APPAREL CATALOG



TOWNwear<sup>®</sup>  
it's good to be here.  
vol 120.4

# TOWNWear®

it's good to be here.

## THE BRAND

TownWear celebrates what makes towns special. Affordable and comfortable, our unique, quality apparel appeals to a broad audience of locals, visitors, natives and people who are proud of working in the town where your store is located.

## THE BENEFITS

As an authorized TownWear retail outlet, your store location and phone number will be **listed on** [www.mytownwear.com](http://www.mytownwear.com).

Your TownWear line will be **custom designed** to spotlight points of interest in your town, and will **feature your store's coordinates**—a stylish way of driving traffic to your business.

We also **donate a portion of our sales to a local charity of your choice**. And we help you advertise your TownWear apparel line through our **Cooperative Marketing program**.

## CO-OP MARKETING SUPPORT

- online store listing
- social media promotion
- custom town logo
- custom point-of-sale signs
- press release template
- custom photography



## Check Us Out Online

Use our Facebook page to promote your store

[www.mytownwear.com](http://www.mytownwear.com)

## NO CHARGE FOR ARTWORK DESIGN

In order to become an exclusive authorized retail outlet for TownWear, an initial minimum order of **144** pieces is required. Re-orders require a minimum of **36** pieces.

### There is a 36-piece minimum order on:

- ADULT / LADIES SHORT SLEEVE ORDERS (combined)
- ADULT / LADIES LONG SLEEVE ORDERS (combined)
- YOUTH / CHILDREN'S SHORT SLEEVE ORDERS (combined)
- YOUTH / CHILDREN'S LONG SLEEVE ORDERS (combined)
- ADULT HAT ORDERS

*There is a minimum 36 piece order for apparel with navy ink*

## TO ORDER

You may place your order online or fax it. Order forms are available for download in the Retailer Login section at [www.mytownwear.com](http://www.mytownwear.com).

PH 508.758.2345 FX 508.758.6166

EM [sales@mytownwear.com](mailto:sales@mytownwear.com)

*All of our products are custom made to order. Please allow a minimum of six weeks for delivery.*

*\*Available colors are subject to change.  
\*Current products are subject to availability due to demand.*

## FRONT COVER:

THE WILLIAMS FAMILY

*Wearing their favorite Classic TownWear from the town of Mattapoisett.*





### ADULT SHORT SLEEVE TEE

This 100% ringspun cotton, pigment-dyed\* tee is preshrunk and has double-needle stitching for lasting wear.



FRONT + BACK

**A** ADULT SHORT SLEEVE TEE  
 STYLE #CCA1717 | Adult Sizes S-3XL

CRIMSON	WATERMELON	BRIGHT SALMON	MUSTARD	PEPPER
LAGOON BLUE	SEAFOAM	BLUE SPRUCE	ICE BLUE	HEMP
DENIM	FLO BLUE	VIOLET	GREY	WHITE

### AVAILABLE COLORS

CRIMSON	LAGOON BLUE	DENIM
WATERMELON	SEAFOAM	FLO BLUE
BRIGHT SALMON	BLUE SPRUCE	VIOLET
MUSTARD	ICE BLUE	GREY
PEPPER	HEMP	WHITE - NAVY INK

\* The pigment dyeing process infuses each garment with unique character. Please allow for slight color variations.

### ADULT LONG SLEEVE TEE

This 100% ringspun cotton, pigment-dyed\* tee is preshrunk and has double-needle stitching for lasting wear.



FRONT + BACK + SLEEVE

**B** ADULT LONG SLEEVE TEE  
 STYLE #CCA6014 | Adult Sizes S-4XL

CRIMSON	WATERMELON	BRIGHT SALMON	MUSTARD	PEPPER
LAGOON BLUE	SEAFOAM	BLUE SPRUCE	ICE BLUE	HEMP
DENIM	FLO BLUE	VIOLET	GREY	WHITE

### ADULT HOODED SWEATSHIRT

This 80% ringspun cotton, 20% polyester, pigment-dyed\* sweatshirt is preshrunk, has a jersey-lined hood, front pocket pouch, and double-needle stitching for lasting wear.



FRONT + BACK + SLEEVE

**D** ADULT HOODED SWEATSHIRT  
 STYLE #INDA45 | Adult Sizes S-4XL

MAROON	ALPINE GREEN	SLATE BLUE	BLACK
MINT	PINK	PLUM	AMBER
SAGE	DUSTY PINK	CLAY	WHITE NAVY INK

### ADULT CREW NECK SWEATSHIRT

This 80% ringspun cotton, 20% polyester, pigment-dyed\* sweatshirt is preshrunk and has double-needle stitching for lasting wear.



FRONT + BACK + SLEEVE

**C** ADULT CREW NECK SWEATSHIRT  
 STYLE #INDA35 | Adult Sizes S-3XL

MAROON	ALPINE GREEN	SLATE BLUE	BLACK
MINT	PINK	PLUM	AMBER
SAGE	DUSTY PINK	CLAY	WHITE NAVY INK

### ADULT 1/4 ZIP SWEATSHIRT

This 80% ringspun cotton and 20% poly, pigment-dyed\* tee is preshrunk and has double-needle stitching for lasting wear. Our embroidered left chest logo and back yoke coordinates give a sophisticated look to our loved TownWear design.



**E** EMBROIDERED QUARTER ZIP SWEATSHIRT  
 STYLE #CCA158o | Adult Sizes S-3XL

FLO BLUE	CRIMSON	PEPPER	GREY	BLUE JEAN
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# LADIES LINE



PH 508.758.2345  
 FX 508.758.6166  
 EM sales@mytownwear.com  
 WEB www.mytownwear.com



VANESSA, MACKENZIE, BRIANNA  
 Wearing Crunchberry Youth Short Sleeve Tee, Crimson Youth Short Sleeve Tee, and Lagoon Ladies V-Neck short sleeve Tee

## LADIES WAVE WASH ZIP HOODIE

This 52/48% ringspun cotton/poly zip hood features an open bottom hem and has a beautiful color palette, modern silhouette, and a soft hand feel for extra comfort.



FRONT + BACK + SLEEVE

### A LADIES WAVE WASH ZIP HOODIE STYLE #INDL25Z | Ladies Sizes XS-2XL

SHADOW	DUSTY ROSE	SAGE	MISTY BLUE
BLACK	BLUSH NAVY INK	BONE NAVY INK	

## COZY FLEECE BEACH BLANKET

Created for comfort using our exclusive Special Blend fabric, this 62" x 78" blanket offers all the benefits of our Special Blend sweatshirts. Whether you are watching your favorite show on the couch, tailgating at the game, or watching the sunset on the beach, this ultra soft blanket provides the ultimate way to stay warm and cozy.



BOTTOM RIGHT CORNER

### C COZY BEACH BLANKET STYLE #INDLBLNKT | ONE SIZE

RED PLAID	PACIFIC	MIDNIGHT	BLACK
SEA GREEN	PMGRNT	NICKEL	CARBON

## LADIES SHORT SLEEVE V-NECK TEE

This 100% ringspun cotton is pre-shrunk and has a relaxed fit with side seamed for a comfortable fit.



FRONT + BACK

### B LADIES V-NECK SHORT SLEEVE TEE STYLE #BCL6405 | Ladies Sizes S-2XL

BERRY	TURQUOISE	TEAM PURPLE	NAVY
BLACK	MILITARY	MAUVE	NAVY INK



SUZANNE  
 Wearing Boysenberry Drop-Shoulder Long Sleeve Tee



MARGOT  
Margot wearing a vintage hot pink toddler short sleeve tee

# YOUTH LINE

## YOUTH SHORT SLEEVE TEE

This 100% ringspun cotton, pigment-dyed\* tee is preshrunk and has double-needle stitching for lasting wear.



**A** YOUTH SHORT SLEEVE TEE  
STYLE #CCY9018 | Youth Sizes XS-XL

CRIMSON	WATERMELON	NEON RED ORANGE	CRUNCHBERRY	PEPPER
LAGOON BLUE	SEAFOAM	ISLAND GREEN	BLUE JEAN	NEON PINK
DENIM	FLO BLUE	VIOLET	GREY	WHITE

## YOUTH LONG SLEEVE TEE

This 60/40% ringspun cotton/poly long sleeve tee has ribbed collar and cuffs with double needle bottom hem for lasting wear.



**C** YOUTH LONG SLEEVE TEE  
STYLE #LTY6201 | Youth Sizes XS-XL

RED	NAVY	SALTWATER	ROUGE	CHARCOAL
HOT PINK	WHITE			

## YOUTH SIZE CHART

XS	2/4
S	6/8
M	10/12
L	14/16
XL	18/20

\* The pigment dyeing process infuses each garment with unique character. Please allow for slight color variations.



KYMANI  
Wearing Crimson Youth Short Sleeve Tee



VANESSA  
Wearing Crunchberry Youth Short Sleeve Tee

## YOUTH HOODED SWEATSHIRT

This 80% ringspun cotton, 20% polyester, pigment-dyed\* sweatshirt is preshrunk, with a front pouch pocket and double-needle stitching for lasting wear.



**B** YOUTH HOODED SWEATSHIRT  
STYLE #INDY15 | Youth Sizes XS-XL

MAROON	ALPINE GREEN	SLATE BLUE	BLACK
MINT	PINK	NAVY INK	





KAIMARI

Wearing a vintage navy toddler short sleeve tee

**INFANT SHORT SLEEVE ONE-PIECE**

This super soft 100% combed ringspun cotton one-piece is preshrunk, ribbed binding on leg opening, and a 3-snap bottom opening for easy on/off.



FRONT + BACK

**A INFANT MELANGE SHORT SLEEVE ONE-PIECE**  
STYLE #LTC4491 | Infant Sizes NB, 6M, 12M, 18M



**B INFANT SHORT SLEEVE ONE-PIECE**  
STYLE #LTC4424 | Infant Sizes NB, 6M, 12M, 18M



**INFANT/TODDLER SHORT SLEEVE TEE**

This super soft 100% combed ringspun cotton tee is preshrunk, with top-stitched rib collar and cuffs.



FRONT + BACK

**C TODDLER MELANGE SHORT SLEEVE TEE**  
STYLE #LTC3391 | Toddler Sizes 2T, 3T, 4T, 5T/6T



**D TODDLER SHORT SLEEVE TEE**  
STYLE #LTC3321 | Toddler Sizes 2T, 3T, 4T, 5T/6T



**CHILDREN'S HOODED SWEATSHIRTS**

This 60/40 cotton/polyester fleece has a jersey-lined hood, pouch pockets, and ribbed cuffs/waistband.



FRONT + BACK

**E INFANT HOODED ZIP SWEATSHIRT**  
STYLE #LTC3446 | Infant Sizes 6M, 12M, 18M



**F TODDLER HOODED SWEATSHIRT**  
STYLE #LTC3326 | Toddler Sizes 2T, 4T, 5T/6T



**TODDLER FRENCH TERRY LONG SLEEVE TEE**

This super soft poly/cotton blend is flat-lock stitched



FRONT ONLY

FRONT + BACK

**G TODDLER MELANGE FRENCH TERRY LONG SLEEVE**  
STYLE #LTC3379 | Toddler Sizes 2T, 3T, 4T, 5T/6T



**H TODDLER LONG SLEEVE FINE JERSEY TEE**  
STYLE #LTC3302 | Toddler Sizes 2T, 3T, 4T, 5T/6T



# SPECIAL LINES



KONA BEAR

Carrying our adult nautical red baseball hat

## HAND KNITTED POM POM BEANIE

This 100% cotton, pigment-dyed\*, low-profile, six-panel hat includes a leather strap, an antique brass buckle and tuck-in grommet, a self-fabric sweatband, and sewn eyelets. The Cool-Crown™ mesh liner is designed to promote cooling and minimize staining.



one size fits all  
STYLE #POM23 **D**

## COOL-CROWN™ BASEBALL HAT

This 100% cotton, pigment-dyed\*, low-profile, six-panel hat includes a leather strap, an antique brass buckle and tuck-in grommet, a self-fabric sweatband, and sewn eyelets. The Cool-Crown™ mesh liner is designed to promote cooling and minimize staining.

### AVAILABLE HAT COLORS



NAUTICAL RED



OLIVE



WILD PLUM



CORAL



PERIWINKLE



PALE PINK  
(NAVY THREAD)



FRONT + BACK

**E** ADULT BASEBALL HAT  
STYLE #LP101 | one size fits all



POPPY



TERRA COTTA



STONE



CARIBBEAN BLUE



NAVY



SEAFOAM

## REGIONAL LINE

### THE BENEFITS

TownWear regional lines are custom designed to spotlight points of interest in your region, making them the perfect complement to our signature town lines.



FRONT + BACK + SLEEVE

### THE MINIMUMS\*

In order to become an authorized retail outlet for a regional TownWear line, an initial minimum order of **72 pieces** is required.

#### There is a 36-piece minimum order on:

- ADULT / LADIES SHORT SLEEVE ORDERS (combined)
- ADULT / LADIES LONG SLEEVE ORDERS (combined)
- YOUTH / CHILDREN'S SHORT SLEEVE ORDERS (combined)
- YOUTH / CHILDREN'S LONG SLEEVE ORDERS (combined)
- ADULT HAT ORDERS

There is a minimum 36 piece order for apparel with navy ink



FRONT + BACK

## ELITE LINE

### THE BENEFITS

TownWear Elite lines are custom designed to celebrate a company, making them the perfect complement to our Premium town and Regional lines.

Sleeve: Custom message or coordinates.

Front: TownWear style logo, or your own company logo.



FRONT + BACK + SLEEVE

Back: Company name at top right. Custom message or coordinates at bottom.

### THE MINIMUMS\*

In order to carry an elite TownWear line, an initial minimum order of **72 pieces** is required.

#### There is a 36-piece minimum order on:

- ADULT / LADIES SHORT SLEEVE ORDERS (combined)
- ADULT / LADIES LONG SLEEVE ORDERS (combined)
- YOUTH / CHILDREN'S SHORT SLEEVE ORDERS (combined)
- YOUTH / CHILDREN'S LONG SLEEVE ORDERS (combined)
- ADULT HAT ORDERS
- CHILDREN'S HAT ORDERS
- PET LINE

There is a minimum 36 piece order for apparel with navy ink



FRONT + BACK

Back: Custom message or coordinates.



Front: TownWear style logo, or your own company logo.



# ACCESSORIES & POSTCARDS



## A CUSTOM DECAL (STYLE #DCL01)

Measures 5.06"W x 3.5"H oval  
Available in Town, Regional & Elite Lines  
Minimum order 50\*



## B LARGE TOTE (STYLE #TWZ200-01)

100% Cotton Canvas Tote Featuring a Full Zipper w/ Matching Canvas Handles. Interior Pocket w/ Zippered Closure.

Measures 16-3/4"W x 15"H x 4-1/2"D  
Available in Town, Regional & Elite Lines  
Minimum order 12\*

## C SMALL TOTE (STYLE #TW100-01)

100% Cotton Canvas Tote w/ Matching Canvas Handles.

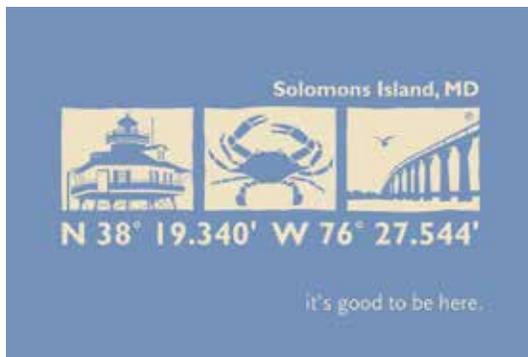
Measures 10-1/4"W x 13 1/2"H x 5"D  
Available in Town, Regional & Elite Lines  
Minimum order 12\*



FRONT: NATURAL WITH CUSTOM ARTWORK IN EARTH (SHOWN ON LARGE)

BACK: CUSTOM LOGO LOCATED AT UPPER CENTER (SHOWN ON SMALL)

\* Minimums subject to change.



## D CUSTOM POSTCARDS

Your postcards will be custom designed to spotlight points of interest in your town and will feature coordinates to your store. Simply select a color and quantity.

**CUSTOM POSTCARDS (6"W X 4"H)**  
**STYLE #PC100 | QTY 100 (per color)**  
**STYLE #PC200 | QTY 200 (per color)**  
**STYLE #PC500 | QTY 500 (per color)**