



SOUTHERN TIDE  
FALL WOMEN'S COLLECTION

2023

# About Us

Founded in 2006, Greenville, S.C.-based Southern Tide is a coastal lifestyle apparel brand that embodies a Southern state of mind and adventurous spirit. Southern Tide is best known for its Skipjack Polo, deemed by many to be the most comfortable premium polo shirt. Innovative, yet timeless in its youthful style, Southern Tide offers an array of apparel and accessory products for men, women, and kids that deliver their authentic lifestyle through quality, experience, and service.

## WE ARE:

SOUTHERN | COASTAL | PREMIUM | ENERGETIC | AUTHENTIC | STORYTELLERS | EXPERIENTIAL

# Contents

Partnerships .....	3
Classics .....	5
Active .....	14
7/25 Release.....	26
8/25 Release.....	38
9/25 Release.....	48
Accessories .....	56

# Scan here

for imagery and other fun marketing assets!



# Icons Key

-  QUICK-DRY
-  STRETCH FOR ADDED MOBILITY
-  UV PROTECTION
-  WICKING
-  SUSTAINABLE MATERIALS
-  brrr® COOLING TECHNOLOGY



# OUR Partnerships



## FOLDS OF HONOR

We stand with Folds of Honor as they provide educational scholarships to spouses and children of America's fallen and disabled service-members.

To learn more visit [foldsofhonor.org](http://foldsofhonor.org)



## FRAZEE CENTER

Locally founded in Greenville, SC, the Frazee Center's mission is to positively impact children and young adults through providing mentoring programs, free preschool and more to support our community and schools.

To learn more visit [frazeecenter.com](http://frazeecenter.com)



## CHARLESTON OPEN

As our newest partnership, we are proud to support this years Credit One Charleston Open. Known as the largest women's only tennis tournament in North America, it's sure to be a straight ace of an event.




To learn more visit [creditonecharlestonopen.com](http://creditonecharlestonopen.com)

Order from Repspark @ [app.repspark.com/stide](http://app.repspark.com/stide)

-  CHECK INVENTORY AVAILABILITY 24/7
-  SHARE ORDER WITH OUTSIDE REP
-  ONLINE ASSISTANCE AVAILABLE
-  COPY SIZE RUNS FOR FASTER ORDERING
-  ACCESS TO DIGITAL ASSETS & POS SIGNAGE
-  DOWNLOAD PRODUCT UPCs
-  CHECK ORDER STATUS & TRACKING INFO
-  BROWSE A CATALOG OR ALL PRODUCTS WITHOUT ORDERING
-  PLACE ORDERS ANYTIME
-  CREATE MULTIPLE SHIPMENT ORDERS
-  CUSTOM ORDERING
-  TOURNAMENT/EVENT PACKAGES



FABRIC TECHNOLOGY PROVEN TO INSTANTLY AND PERMANENTLY KEEP YOU COOLER, NO MATTER WHERE LIFE TAKES YOU.

-  NATURAL COOLING MINERALS
-  INCREASED MOISTURE WICKING
-  MAXIMIZED AIRFLOW

Classics  
7/25 RELEASE

*Kamryn brrr Intercoastal Stripe Dress* | 7/25     

**9786** Dress length: 36" | Short sleeve | Knee length | Split neck & collar | Quick dry | Stretch | UV protection | Wicking | Cooling | Breathable fabric | Front welt pockets | 91% Nylon 9% Spandex | Sizes XS-XL | 148006800



COBALT BLUE

*Kamryn brrr Intercoastal Gingham Dress* | 7/25     

**10007** Dress length: 36" | Quick Dry | Stretch | UV Protection | Wicking | Cooling | Breathable Fabric | Front welt pockets | Back placket | Cuffed sleeve with snap tab | 91% Nylon 9% Spandex | Sizes XS-XL | 148006800



SKY BLUE

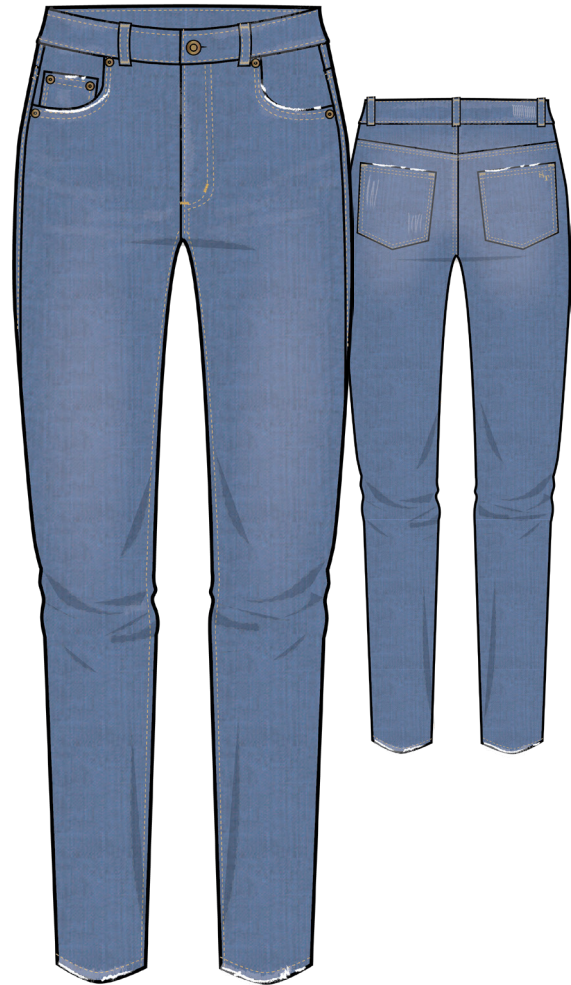
NAUTICAL NAVY

## Jenna High Rise Jean | 7/25

**9525** 28" inseam | Straight fit with tapered leg | Classic five pocket details | Branded ST rivets | Branded ST shank buttons at center front fly | Front curved inset pocket with coin pocket | ST embroidery at wearer's back right pocket | 61% Cotton 34% Polyester 4% Other fiber 1% spandex | Sizes 24-32 | 125005600

## Jenna High Rise White Jean | 7/25

**9689** 28" inseam | Straight fit with tapered leg | Classic five pocket details | Branded ST shank buttons at center front fly | Branded ST rivets | ST Embroidery on wearer's back right pocket | Front curved inset pocket with coin pocket | Back patch pockets | 58% Cotton 23% Polyester 18% Rayon 1% Spandex | Sizes 24-32 | 125005600



MEDIUM INDIGO  
(9525)



CLASSIC WHITE  
(9689)

## Hayes High Waisted Denim Short | 7/25

**9241** **9240** 3" inseam | Stretch | High rise | Classic denim details | Rip and repair on front | Button fly | Branded buttons and rivets | ST embroidered on back pocket | 56% Cotton 22% Rayon 21% Recycled polyester 1% Spandex(denim) | 58% Cotton 23% Polyester 18% Rayon 1% Spandex (white) | Sizes 24-32 | 75003400



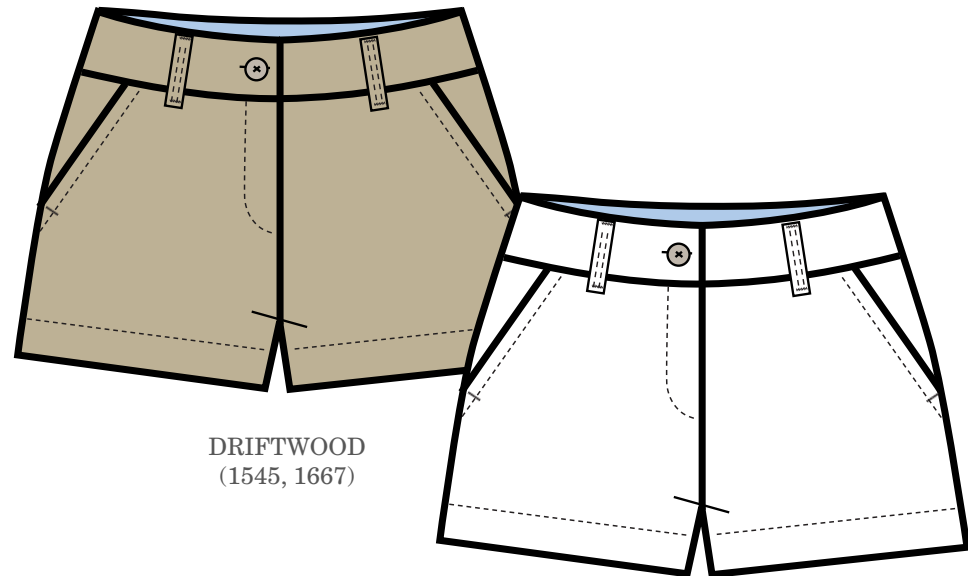
CLASSIC WHITE  
(9240)



MEDIUM INDIGO  
(9241)

# Leah and Caroline Short | 7/25

1545, 3847 (Leah 3") | 1667 (Caroline 5") 3", 5" inseam | Stretch fabric | Faux horn logo-etched button | Blue oxford interior waistband | Outline Skipjack embroidery above back right pocket | Extra deep pockets | 98% Cotton 2% Spandex | Leah Sizes 00-10 | Caroline Sizes 0-14 | 68003000 (solid), 75003400 (seersucker)

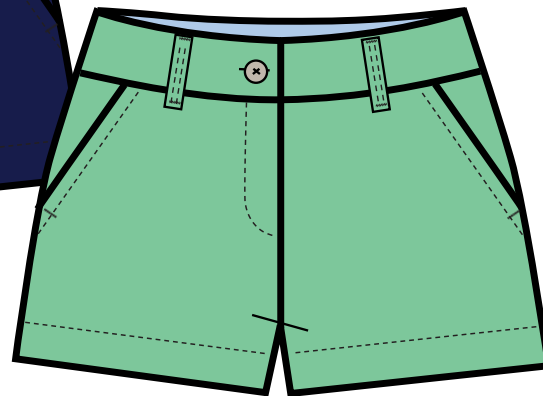


DRIFTWOOD  
(1545, 1667)

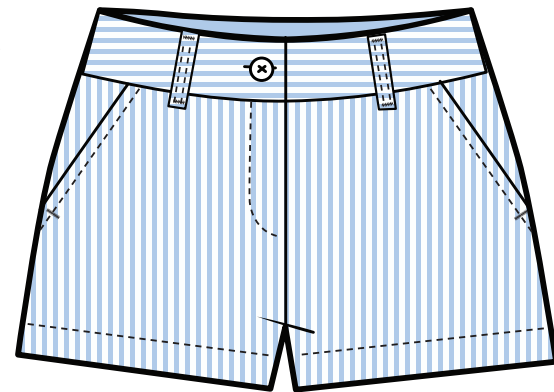
CLASSIC WHITE  
(1545, 1667)



NAUTICAL NAVY  
(1545, 1667)



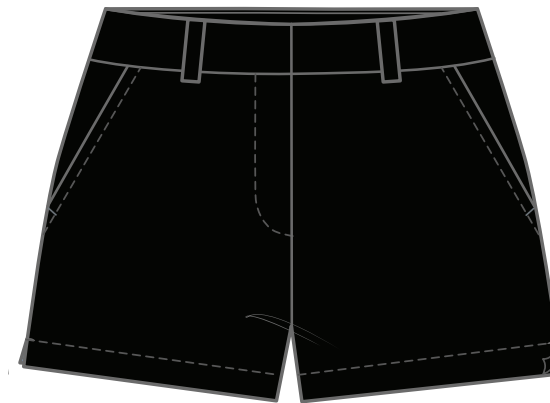
OFFSHORE GREEN  
(1667)



BOAT BLUE  
(3847)

# Inlet Performance Short | 7/25

9026 4" inseam | Stretch | Hook and bar closure | Coil zip fly | Side slash pockets | Self pocket bags | Welt pocket at wearer's back right | Side slit detail | Outline Skipjack embroidery above back welt pocket | 95% Nylon 5% Spandex | Sizes 00-14 | 79503600



BLACK



NAUTICAL NAVY



STONE

# Audrey Sun Farer Short Sleeve Tee | 7/25

9452 | 9451 Relaxed fit | V-neck | Soft touch | 100% Cotton | Sizes XS-XL | 49502350

# Avah Sun Farer Tank | 7/25

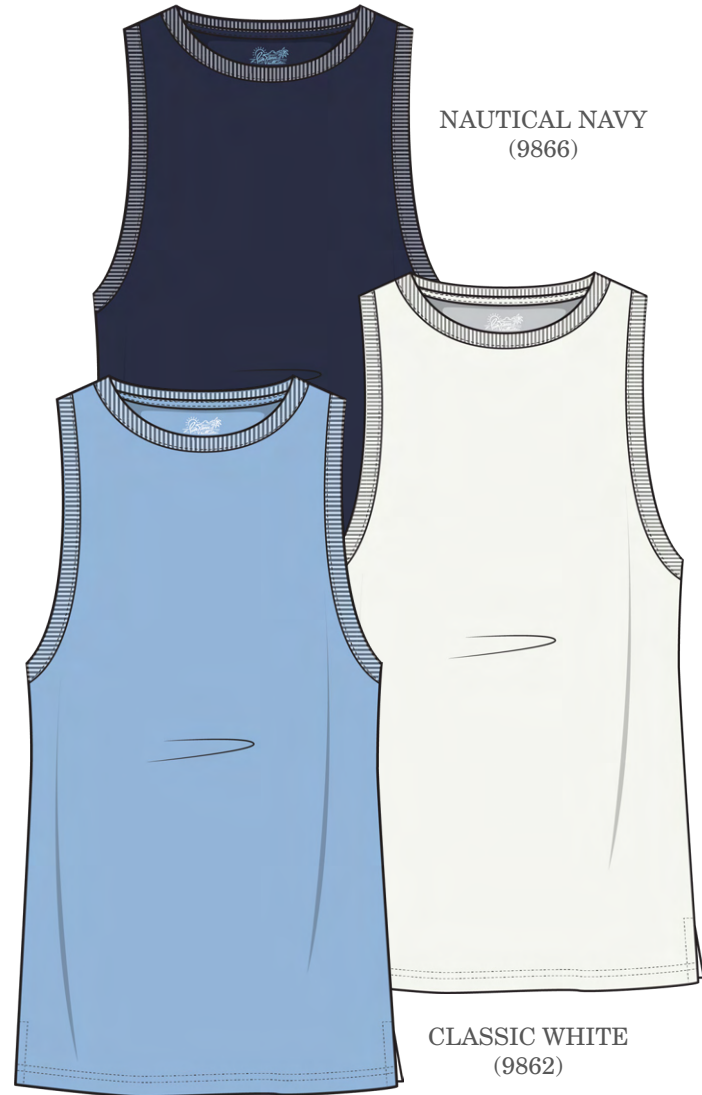
9866 | 9862 Relaxed fit | Sleeveless | Crew neck | Rib at neck and armholes | 100% Cotton | Sizes XS-XL | 44502000



NAUTICAL NAVY  
(9452)



CLASSIC WHITE  
(9451)



NAUTICAL NAVY  
(9866)

CLASSIC WHITE  
(9862)

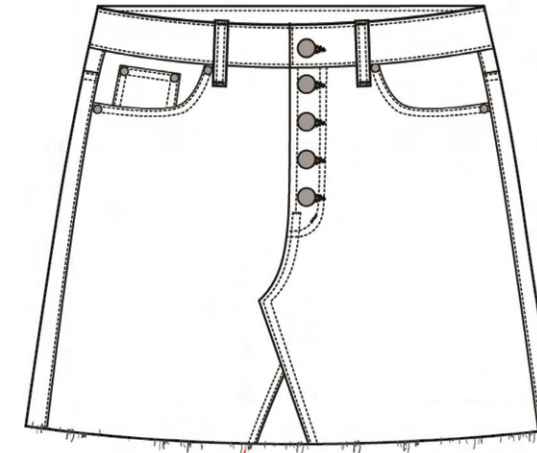
SKY BLUE  
(9866)

# Gabriela Denim Skirt | 7/25

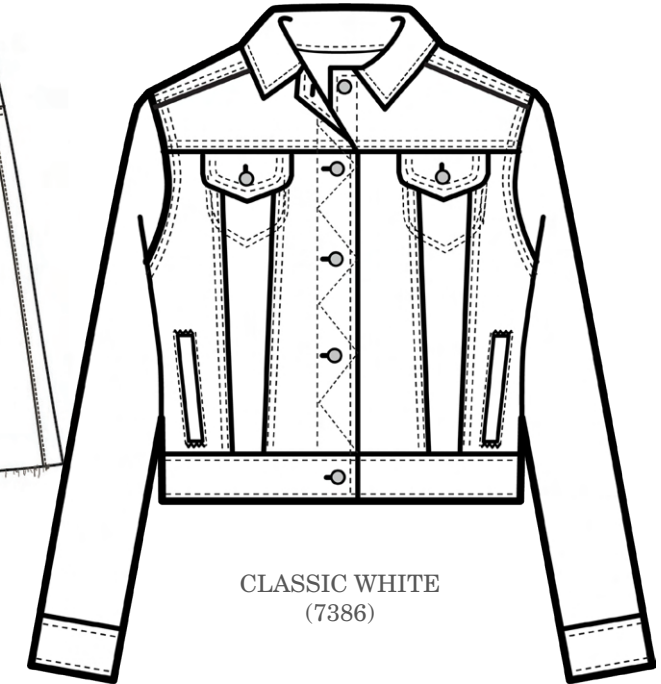
6937 Hits at mid-thigh | Branded ST buttons down center front | Two front pockets | Classic denim detailing | 58% Cotton | 23% Polyester 18% Rayon 1% Spandex | Sizes 24-32 | 88004000

# White Jean Jacket | 7/25

7386 Slightly cropped fit | ST branded shank buttons | 58% Cotton 23% Polyester 18% Rayon 1% Spandex | Sizes XS-XL | 128005700



CLASSIC WHITE  
(6937)



CLASSIC WHITE  
(7386)

*Active*  
COLLECTION



*Margot Twist Top* | 7/25     

**10300** Skipjack reflective heatseal at center back neck | Long sleeve | Crew neck | Quick dry | Stretch | Wicking | brrr° Cooling | Elastic back neck tape | Thumbholes at sleeve cuffs | 46% brrr° Polyester 46% Polyester 8% Spandex | Sizes XS-XL | 88004000

*Cora brrr'illiant Tie Back Tank* | 7/25     

**10010** Relaxed fit | Sleeveless | Crew | Quick dry | Stretch | brrr° cooling | Cut out back | Wear straight or tied in back | 46% brrr° Polyester / 46% Polyester / 8% Spandex | XS-XL | 78003500



*Lexi Legging* | 7/25  

**10301** Skipjack reflective heatseal at center back waistband | 7/8 length legging | High waisted legging | Side pockets | Colorblock stripe panel at bottom hem | Flatlock seams | Power mesh waistband | 75% Nylon 25% Spandex | Sizes XS-XL | 108004800



Runaround 1/4 Zip | 7/25

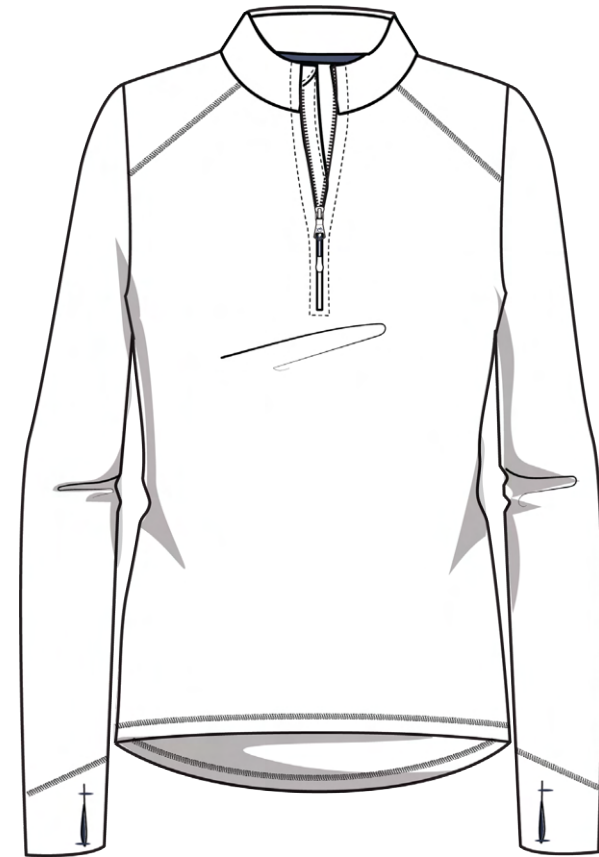


10305 Reverse coil zipper with skipjack zipper puller | Elastic back neck tape | 75% Nylon 25% Spandex | Sizes XS-XL | 118005300

CCC Runaround 1/4 Zip | 7/25



10548 Stretch | Moisture wicking | UPF protection | Coil zipper | Branded zipper extender | Striped interior collar | Thumb holes in cuffs | Slight hi-lo hem | Contrast bartacks | Reflective Skipjack heatseal at center back | 91% Nylon / 9% Spandex | Sizes XS - XL | Retail \$118.00, Embroidered \$128.00



CLASSIC WHITE (10305)



CLASSIC WHITE (10548)

Linley brrr'illiant Performance Hoodie | 7/25



10326 Long sleeve | Active Skipjack reflective heat transfer | Quick dry | Stretch | brrr° cooling | 46% brrr Polyester 46% Polyester 8% Spandex | Sizes XS-XL | 95004275



NAUTICAL NAVY (10326)



PLATINUM GREY (10326)

Malia Racerback Tank | 7/25 

**10013** Sleeveless | Scoop neck | UV Protection | Wicking | Stretch | Skipjack reflective heat seal on center back neck | 91% Nylon 9% Spandex | Sizes XS – XL | 68003000



CLASSIC WHITE  
(10013)

NAUTICAL NAVY  
(10013)

Lisi Active Ruffle Tank | 7/25 

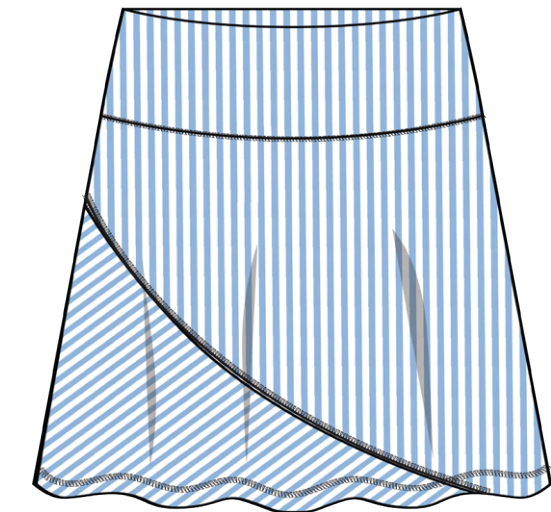
**10206** Fitted | Sleeveless | Scoop neck | Stretch for added mobility | UV protection | Active Skipjack reflective heat transfer on CB neck | Ruffle shoulder straps | Interior bra | Removable cups | 91% Nylon / 9% Spandex | XS-XL | 78003500



CLASSIC WHITE  
(10206)

Katlyn Skort | 7/25 

**10223** Stretch | UV protection | Gripper elastic at leg opening | Skipjack reflective heat seal on CB waistband | Interior short | Pocket on wearer's left interior short | 14" length | 91% Nylon / 9% Spandex | XS-XL | 98004400



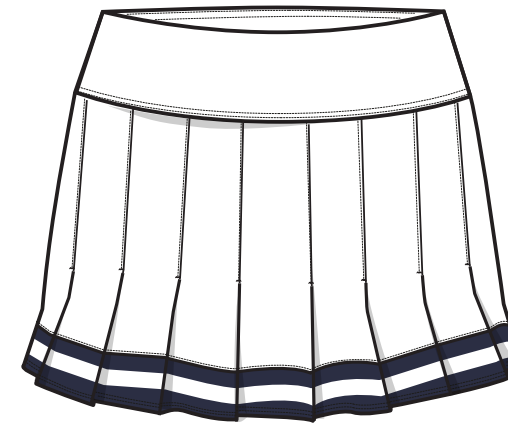
SKY BLUE  
(10223)

Neeley brrr Performance Short | 7/25     

**10560 | 10562** 4" inseam | Quick dry | Wicking | Stretch | Cooling | Front slant pockets | Back welt pockets | Grossgrain elastic drawcord with rubber coated ends | Non-roll elastic waistband | Outline Skipjack embroidery on wearer's left hem | 46% Polyester 40% Brrr Polyester 14% Spandex | Sizes XS-XL | 95004200

Gwen Pleated Performance Skort | 7/25    

**10544** Stretch | Pocket on wearer's left interior short | Gripper elastic at leg opening | Reflective Skipjack on center back | Front pleats | Interior short | Skort length: 14" | 91% Nylon / 9% Spandex | XS-XL | 98004400



CLASSIC WHITE  
(10544)



NAUTICAL NAVY  
(10544)

# Calie Popover | 7/25



**9838** Relaxed fit | Half snap | Quick dry | Stretch | UV protection | Welt hand pockets | Plastic snaps on CF placket | Non roll elastic cuffs | Adjustable bungee cord hem | Active Skipjack reflective heat transfer on CB neck | Hooded | Locker loop at interior back neck | 92% Nylon 8% Spandex | Sizes XS-XL | 138006200



NAUTICAL NAVY  
(9838)

# Shawna Vest | 7/25



**10056** Quick dry w/moisture management | Rounded hand pockets | Skipjack reflective heat seal on CB neck | CF zipper with ST branded zipper pull | 83% Nylon 17% Spandex | Sizes XS-XL | 148006800



NAUTICAL NAVY



10353 | Alicia Dress

7/25  
RELEASE



9862 | Avah Sun Farer Tank  
10346 | Teegan Wide Leg Pant



10364 | Kimmy Crew Neck Tee  
10560 | Neeley brrr' Performance Short



10342 | Mellie Mock Neck Pullover  
10345 | Casey Pant



10344 | Milani Texture Dress

Alicia Dress | 7/25



10353 3/4 Sleeve | 35" length | UV Protection | Wicking | Stretch | Bust darts for shape | 91% Nylon 9% Spandex | Sizes XS-XL | 138006200

Chanelle Dress | 7/25



10360 Short sleeve | 35 1/2" length | Crew neck | UV Protection | Wicking | Stretch | 91% Nylon 9% Spandex | Sizes XS-XL | 128005700



NAUTICAL NAVY  
(10353)



DUSTY CORAL  
(10360)

Kimmy Crew Neck Tee | 7/25

10620, 10364, 10363 Ladies' patch above wearer's left hem | Crew neck | Herringbone tape detail at back neck | Blue interior sleeve cuff and neck tape | 100% Cotton | Sizes XS-XL | 78003500



CLASSIC WHITE  
(10620)



NAUTICAL NAVY  
(10364)



DUSTY CORAL  
(10363)



# Milani Texture Dress | 7/25

10344 Long sleeve | 35 1/2" length | Crew neck | Curved hem | Quick Dry | UV | Sustainable | 52% Polyester 42% Seawall PET 6% Tencel | Sizes XS-XL | 138006200



# Mellie Mock Neck Pullover | 7/25

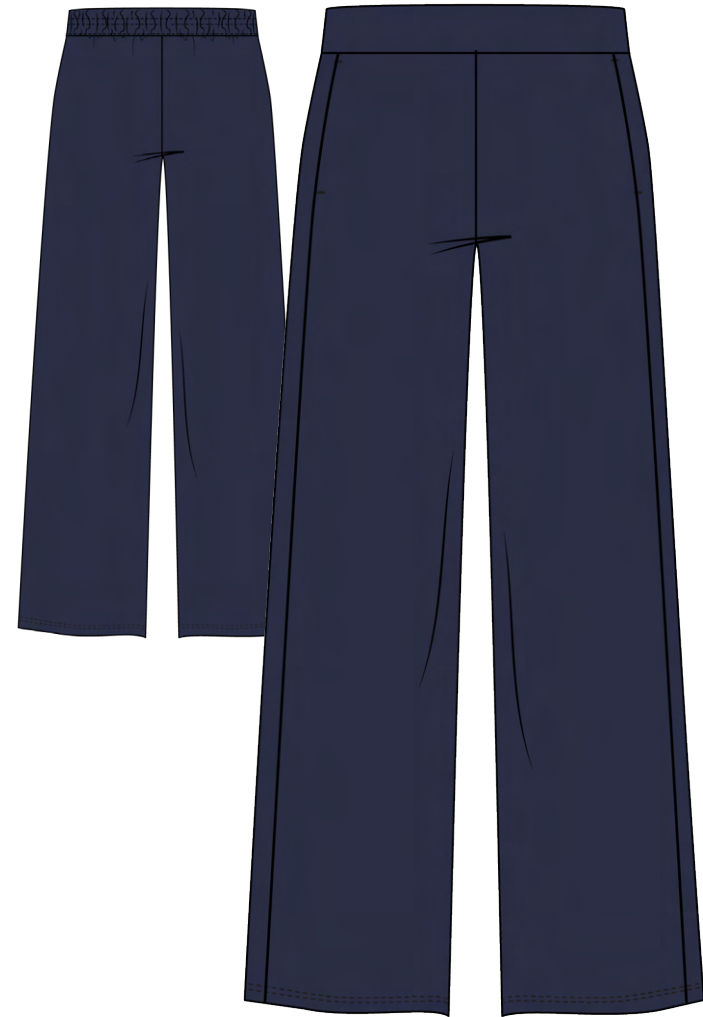
10342 Long sleeve | Mock neck | Quick Dry | UV | Sustainable | Herringbone tape detail at back neck | 52% Poly 42% Seawall PET 6% Tencel | Sizes XS-XL | 118005300



# Teeqan Wide Leg Pant | 7/25



10346 31 ½ inseam | Fully elasticated waistband | Zipper back welt pockets | Stretch | Wicking | Front on seam pockets | Full length wide leg | 90% Polyester 10% Spandex | Sizes XS-XL | 108004800



NAUTICAL NAVY

# Casey Pant | 7/25



10345 28" inseam | Stretch | Wicking | On seam hand pockets | Back pockets | Non-roll elastic waistband | Zipper closure at back pockets | Grosgrain elastic drawcord with branded metal ends | 90% Polyester 10% Spandex | Sizes XS-XL | 108004800



NAUTICAL NAVY

## Kelsea Quilted Pullover | 7/25

**10330** Branded patch above wearer's left hem | Long sleeve | Light horn buttons | Quarter button closure | On seam pockets | Quilted piecing chest, collar, sleeves | 65% Cotton 35% Polyester | Sizes XS-XL | 138006200



HEATHER STAR WHITE

HEATHER DREAM BLUE

## Wild Side Geometry Skipjack Fill T-shirt | 7/25

**10417** Crew neck | 100% Cotton | Sizes XXS-XL | 42001900

## Heather Tailgate T-shirt | 7/25

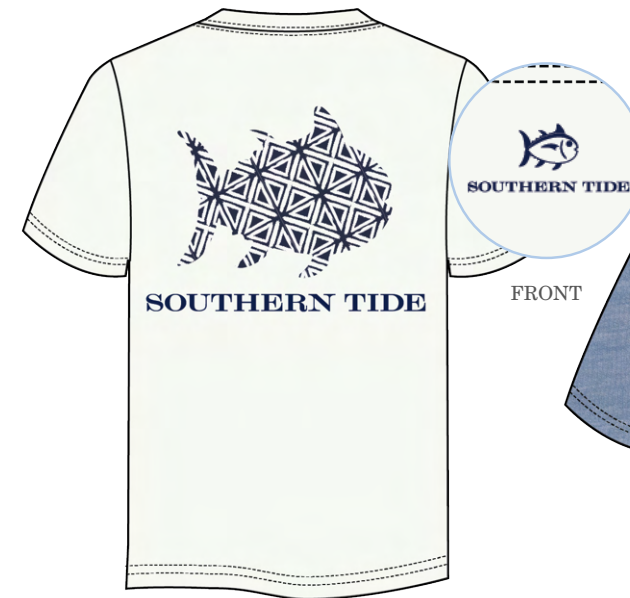
**10418** Crew neck | 60% Cotton 40% Polyester | Sizes XXS-XL | 42001900

## Painted Geo Print Lounge Short | 7/25

**10361** Ladies lounge patch on center back waist | Pick stitch drawcord | 2 1/2in inseam | 95% Cotton 5% Spandex | Sizes XS-XL | 48002200

## Skipjack Lounge Short | 7/25

**9999** Ladies lounge patch on center back waist | Pick stitch drawcord | 2 1/2in inseam | 95% Cotton 5% Spandex | Sizes XS-XL | 48002200



CLASSIC WHITE  
(10417)



FRONT  
HEATHER BLUE SHADOW  
(10418)



NAUTICAL NAVY  
(10361)



DUSTY CORAL  
(9999)

8/25  
RELEASE



10329 | Maizy 1/4 Zip  
10346 | Teegan Wide Leg Pant



10347 | Niki Button Down  
9525 | Jenna High Rise Jean



10352 | Lynn Mock Neck Dress

*Kamryn Chilly Morning Dress* | 8/25  
10366 36" length | Long sleeve | Collar with split neck | Front welt pockets | Faux horn buttons at sleeve cuffs | 54% Hemp  
44% Recycled Poly 2% Spandex | Sizes XS-XL | 148006800



NAUTICAL NAVY

*Niki Chilly Morning Plaid Shirt* | 8/25  
10347 Faux horn button front | Pocket at wearer's left chest | Relaxed fit | 54% Hemp 44% Recycled Poly 2% Spandex | Sizes  
XS-XL | 118005300



NAUTICAL NAVY

MARSHMALLOW

# Lynn Mock Neck Dress | 8/25

10352 Long sleeve | 34 1/2" length | Mock neck | On seam pockets | Slit along seam | Herringbone tape detail at back neck | Pleat detail in back | 58% Cotton 39% Polyester 3% Spandex | Sizes XS-XL | 138006200



HEATHER DUSTY  
CORAL

HEATHER STAR  
WHITE

# Stassi Hoodie | 8/25

10511 Long sleeve | 58% Cotton 39% Polyester 3% Spandex | Sizes XS-XL | 128005700



HEATHER  
STAR WHITE

HEATHER  
DUSTY CORAL

Maizy 1/4 Zip | 8/25 

10329 Long sleeve | Quarter zip | Metal branded zipper pull | Rib cuff and hem | 100% Cotton | Sizes XS-XL | 138006200



DUSTY CORAL

NAUTICAL NAVY

Beach Side LS T-shirt | 8/25

10419 Crew neck | Long sleeve | 60% Cotton 40% Polyester | Sizes XXS-XL | 48002150

Sunset Sippin LS T-shirt | 8/25

10421 Long sleeve | Crew neck | 100% Cotton | Sizes XXS-XL | 48002150



HEATHER  
DUSTY CORAL  
(10419)

BLUE HAZE  
(10421)



9/25

RELEASE



10328 | Gracen Jacket  
10345 | Casey Pant



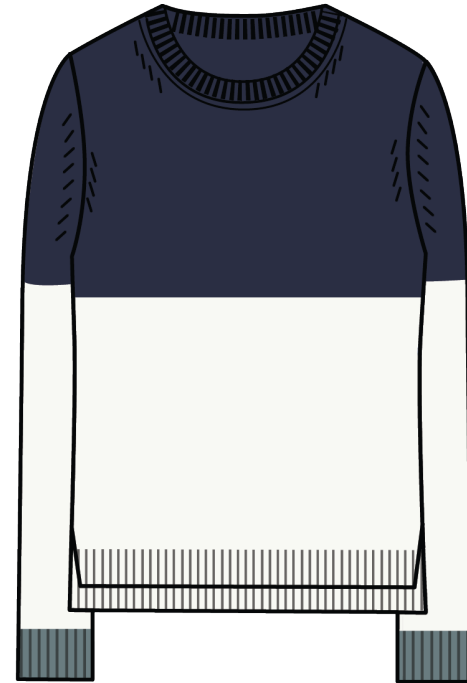
10354 | Brynlee Sweater  
10345 | Casey Pant



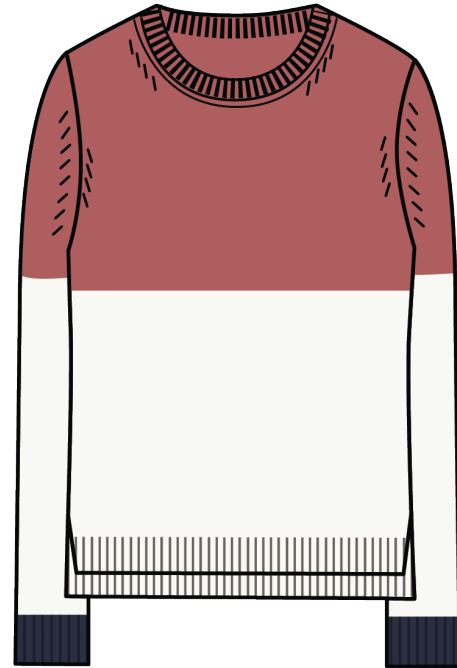
10367 | Colorblock Fireside Sweater  
10346 | Teegan Wide Leg Pant

## Colorblock Fireside Sweater | 9/25

10367 Long sleeve | Crew neck | 95% Organic Cotton 5% Cashmere | Sizes XS-XL | 128005700



NAUTICAL NAVY



DUSTY CORAL

## Brynlee Sweater | 9/25

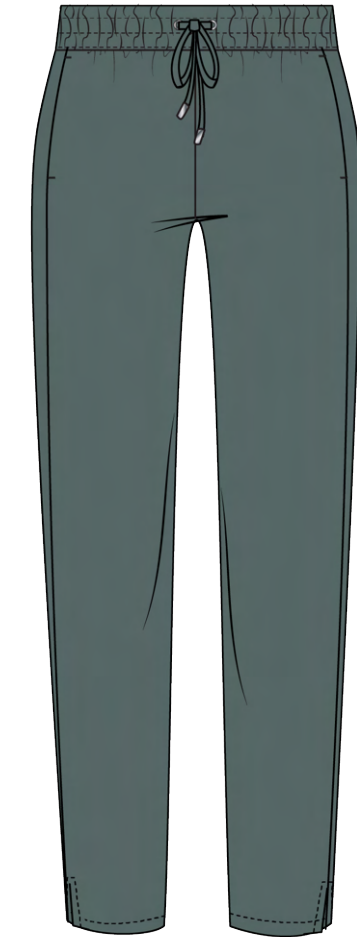
10354 Mock neck | 95% Organic Cotton 5% Cashmere | Sizes XS-XL | 128005700

## Casey Pant | 7/25

10345 28" inseam | Stretch | Wicking | On seam hand pockets | Back pockets | Non-roll elastic waistband | Zipper closure at back pockets | Grosgrain elastic drawcord with branded metal ends | 90% Polyester 10% Spandex | Sizes XS-XL | 108004800



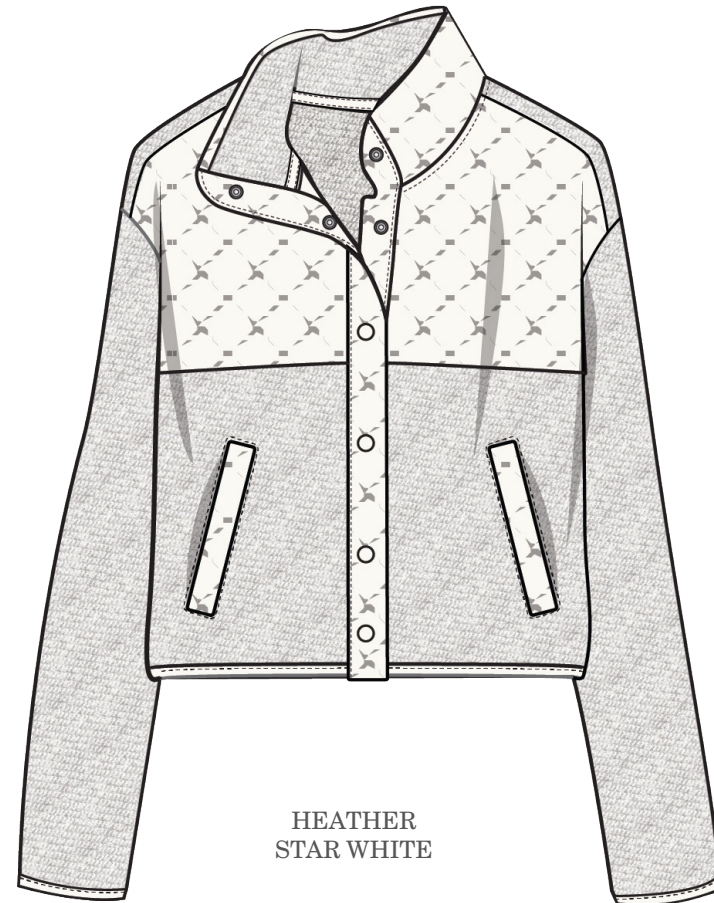
CLASSIC WHITE  
(10354)



BALSAM GREEN  
(10345)

Gracen Feather Mixed Media Jacket | 9/25

10328 Long sleeve | Full snap placket | Welt pockets | Branded snaps, elastic binding at sleeve opening and hem | Quilted piecing on chest, collar & at pocket openings | 97% Polyester 3% Spandex | Sizes XS-XL | 158007000



HEATHER  
STAR WHITE

ST Front Print LS T-shirt | 7/25

10414 Long sleeve | Crew neck | 100% Cotton | Sizes XXS-XL | 48002150

Palm Circle LS T-shirt | 9/25

10423 Long sleeve | Crew neck | 100% Cotton | Sizes XXS-XL | 48002150

Beach Side Campfire LS T-shirt | 9/25

10424 Long sleeve | Crew neck | 100% Cotton | Sizes XXS-XL | 48002150



MOUNTAIN  
SPRING BLUE  
(10414)



CLASSIC WHITE  
(10423)



NAUTICAL NAVY  
(10424)



FRONT

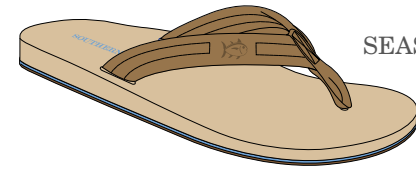


FRONT

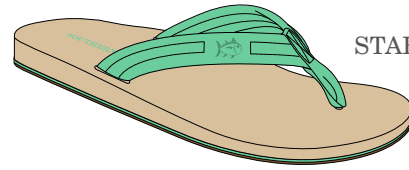
*Accessories*  
7/25 RELEASE

## Weekend Flipjacks | 7/25

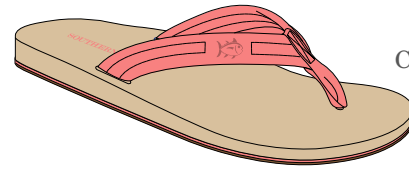
**7840** Boat-ready, non-marking soles | Premium quality leather uppers | Nylon web toe post | Tonal Skipjack embroidery on thong | 93% Leather 7% Textile (Upper & Lining) 100% Rubber (Outsole) | Sizes 5-11 | 59502700



SEASHORE



STARBOARD



CONCH SHELL



NAUTICAL NAVY

## Metallic Flipjacks | 7/25

**4073** Boat-ready, non-marking soles | Premium quality leather uppers | Nylon web toe post | Tonal Skipjack embroidery on thong | 93% Leather 7% Textile (Upper & Lining) 100% Rubber (Outsole) | Sizes 5-11 | 59502700



METALLIC GOLD



METALLIC SILVER

## Southern Tide Coral Fragrance | 7/25

**9542 (3.4fl oz) | 9543 (0.5fl oz)** A clean, transparent floral scent inspired by summer sunsets. Top notes: white tea, lemon, grapefruit | Middle notes: cyclamen, waterlily, rose petals | Base notes: musk, amber | 20001000 (0.5 fl oz) & 80004000 (3.4 fl oz)



## ST Print Trucker | 7/25

**10448** Southern Tide logo | Snapback closure | Low crown | 100% Cotton | One size (adjustable) | 35001550



LIGHT GREY



**SOUTHERN TIDE**

**CUSTOMER SERVICE**

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