



NEW PRODUCT FIELD GUIDE

2027

Introducing Lodestar — Imperial's proprietary performance fabric, and the 2027 collection built with innovation at the core.

INTERNAL SALES ENABLEMENT
SUITABLE FOR CUSTOMER PRESENTATION

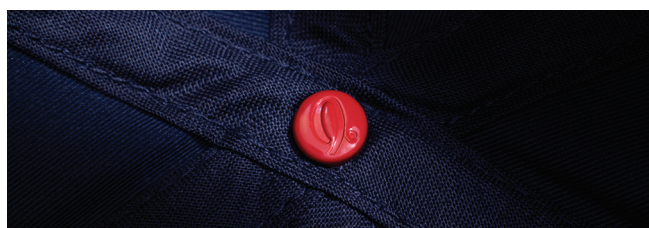




The Season, At a Glance

Imperial is the industry leader in fit, combining more than 100 years of craftsmanship with innovative design to deliver elevated headwear that delivers all-day comfort, modern performance, and timeless style.

The 2027 Collection builds on that foundation with new silhouettes and premium materials designed for how modern players wear headwear today. At the center is Lodestar, our most advanced fabric to date, bridging the natural look customers seek with the performance they expect. Surrounding it is a thoughtfully expanded assortment spanning performance, lifestyle, and seasonal expression; each built with a clear purpose, a distinct point of view, and the craftsmanship that defines The Imperial Standard.



THE BENEFIT LADDER

Features

Industry-leading fit and proprietary materials.

Functional

All-day comfort, adaptive wear, modern performance.

Emotional

100+ years of craftsmanship creates confidence in how our product fits, looks, and wears over time.

Meaning

The Imperial Standard.

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02 THE FABRIC STORY

NEW FOR 2027

Lodestar

THE NEW STANDARD IN PERFORMANCE HEADWEAR.

PROPRIETARY FABRIC | 100% RECYCLED | UPF 50+ | MOISTURE-WICKING | ANTIMICROBIAL

THE NEW STANDARD

Lodestar is a proprietary fabric developed exclusively by Imperial, engineered to redefine how performance headwear looks, feels, and wears. Lodestar bridges the long-standing gap between natural and performance fabrics, delivering the soft touch and deluxe look customers prefer, along with the advanced functionality they expect.

WHY IT MATTERS

- Raises the bar for what performance fabric can look and feel like, inside this collection and across the category.
- Closes the gap between natural fabrics and technical performance, an industry-wide trade-off, until now.
- Built to the Imperial Standard through innovation, attention to detail, and a determination to define what's next.

HOW LODESTAR STANDS APART

Exclusive to Imperial

Custom-developed, not available through any other brand.

Natural look, technical performance

A soft hand feel combined with moisture-wicking, antimicrobial, and UPF 50+ protection.

Sustainable by design

Made from 100% recycled materials without compromising performance.

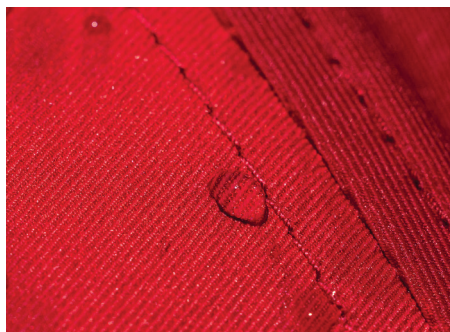
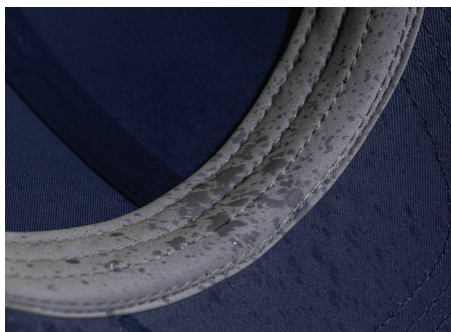
Striking visual impact

Rich color depth, texture, and elegant fabric drape that stands out at retail.

WHERE TO FIND IT

Lodestar debuts in two styles this season: Q210U – The Lodestar (p. 03), and Q210MC – The Criterion (p. 04). Start every 2027 conversation with one of these two styles.

LODESTAR IN THE FIELD





The Lodestar

The new standard in headwear. Combining proprietary fabric, intentional construction, and a level of fit and feel that sets it apart from anything else in the market.

WHAT IT IS

A low sweep profile cap reimagined in proprietary Lodestar fabric; a first-of-its-kind performance material developed by Imperial that fuses a natural look and ultra-soft feel with advanced technology, setting a new benchmark for headwear.

WHY IT MATTERS

- Looks like natural fabric while performing like a technical cap (moisture-wicking, UPF 50+, antimicrobial).
- Memory structure provides shape without added bulk and structural bounce back and adaptive, all-day comfort.
- Noticeable craftsmanship delivering a high quality visual at shelf distance through subtle detailing and refined finishes, including matte black slide adjuster and grommet.

CUSTOMER PROFILE

Performance-minded, active individuals who want a natural, premium look without sacrificing technical function.

MERCHANDISING

Lead every 2027 assortment and endcap with Q210U. Best sight line, largest facing, first mention when asked, 'What's new?'



DECORATION RECOMMENDATIONS

Flat Embroidery · 3D Embroidery · Hi-Def Silicone · 3D Insignia

Secondary: DTP

QUICK FACTS

Shape	Low sweep profile
Fit	OSFM
Fabric	Lodestar
Closure	Matte black slide + grommet

DEFINES THE FUTURE OF THE BRAND.

The Criterion

This is our elevated 5 panel silhouette. Modern, retro-inspired styling in a premium fabric, with a more mature feel.

WHAT IT IS

A refined 5 panel silhouette executed in Lodestar fabric, extending Imperial's most advanced fabric into a modern, style-forward profile with elevated comfort, structure, and performance.

WHY IT MATTERS

- Taps the 5 panel trend with a polished, universal execution and a new soft silicone snapback for superior flexibility.
- Memory structure preserved the crown shape and structure while still bouncing back for adaptive, all-day comfort.
- Lodestar fabric elevates both performance and perceived quality versus category norms.
- Brings in a younger customer while still appealing to a classic, traditional-minded buyer.

CUSTOMER PROFILE

A younger customer drawn to a trending, lifestyle driven aesthetic — one who wants that edge to still carry a mature, put-together look, not a novelty feel.

MERCHANDISING

Position adjacent to Q210U as the collection's second focal point, the trend entry point.



DECORATION RECOMMENDATIONS

HP+ / HP+3D · 3D Chainstitch · Hi-Def Silicone · Laser-Etched Real Leather or Faux Suede

Secondary: Flat Embroidery, 3D Insignia, DTP

QUICK FACTS

Shape	Dart-front, mid crown, 5 panel
Fit	OSFM, soft silicone snapback
Fabric	Lodestar
Audience	Younger + classic crossover

CAPTURES MODERN AND RETRO CROSSOVER IN PREMIUM MATERIAL.



SUPPORTING STYLES

Lifestyle driven silhouettes built to carry lifestyle presence and the collection's decoration-forward options.

LIFESTYLE DRIVER

STYLE 8000

The Fumanchu

MID CROWN PRO, STRUCTURED, FLAT BRIM



This is your everyday cap; heritage look, softer feel, and comfortable right off the shelf.

WHY IT MATTERS

- Brushed poly delivers an ultra-soft hand feel with moisture-wicking comfort.
- Casual lifestyle aesthetic; fits in from the course to the ballpark.

DECORATION

Chenille Patches · Hi-Def Silicone · HP+ / HP+3D · 3D Chainstitch

CUSTOMER PROFILE

The everyday customer who wants one cap that performs everywhere. Comfortable enough for the course, authentic enough for the ballpark.

MERCHANDISING

Blend into seasonal table displays for added exposure. On the core wall, position in a secondary location when its decoration overlaps with other volume drivers.

CUSTOM DRIVER

STYLE 1289

The Attaboy

RETRO 5 PANEL, STRUCTURED, LINED FRONT



A performance trucker designed with decoration in mind; logos come out sharper and cleaner.

WHY IT MATTERS

- Lined front panel ideal for all decoration types and ensures a high-quality execution every time.
- Flat front panel creates ideal, uninterrupted space for customization.

DECORATION

Direct Transfer Prints (large-scale name drops) · Embroidered Retro Patches · Hi-Def Silicone

CUSTOMER PROFILE

The customer who is proud to represent their club, team, or company, and who expects the logo to look as sharp as the pride behind it.

MERCHANDISING

Feature in the specialty, non-core decoration, event or tournament program opportunities.



RANGE STYLE

STATEMENT PIECE

STYLE 3805

The Better With Age

"Positioned at the intersection of classic, nostalgic, and trending, The Better With Age is this season's statement piece."

WHAT IT IS

Crafted from genuine plaited straw to deliver a Modern statement in the classic silhouette category. A bold, heritage look with renewed relevance in today's style-driven game.

WHY IT MATTERS

- Driven by visible demand at major tournaments and high-profile events.
- High-impact silhouette creates immediate visual attention in any product assortment.
- Limited, novelty-driven buy encourages quick sell-through.

CUSTOMER PROFILE

Those dressing for the moment, not the whole season — tournament week, a resort trip, when standing out is the point.

MERCHANDISING

Buy it limited quantities and let it move. Best featured in tournament settings, resorts, and for social events where a statement piece sells fast and doesn't need to carry the season.



DECORATION RECOMMENDATIONS

Pleated or flat ribbon with flat embroidery

QUICK FACTS

Shape	Eagle
Fit	OSFM
Fabric	Genuine Plaited Straw
Audience	Younger + classic crossover



SEASONAL RANGE STYLES

Four cold-weather styles spanning traditional and modern fits, built to add texture, color, and incremental volume to winter assortments.

HERITAGE ESSENTIAL

STYLE 6025

The Thayne



A classic cuffed beanie in a traditional winter look with a color pop.

WHY IT MATTERS

Relaxed fit for a classic, comfortable feel.
Pom detail makes it a standout seasonal piece.

DECORATION RECOMMENDATION

Embroidered Retro Patch · HP+ Patch · Chenille Patch

CUSTOMER PROFILE

Winter/resort accounts wanting a traditional, eye-catching pom beanie.

MERCHANDISING

Seasonal knit table, front-and-center for color and texture impact.

VOLUME DRIVER

STYLE 6026

The Cache



A clean, no-pom beanie; easy, and versatile. A go-to add for cooler temps.

WHY IT MATTERS

Relaxed, easy fit for all-day comfort.
Cleaner, more understated look versus pom styles.

DECORATION RECOMMENDATION

Sublimated Faux Suede Patch · Woven Label

CUSTOMER PROFILE

Accounts wanting a safe, broadly wearable core knit with no styling risk.

MERCHANDISING

Anchor of the seasonal knit table — the low-risk, high-turn staple.

FIT INNOVATOR

STYLE 6100

The Swede



A fashion-forward knit with a snug fit, texture, and a pattern that stands out.

WHY IT MATTERS

Modern watchcap fit with added visual interest.
Jacquard detail introduces pattern and texture for a fashion-forward look.

DECORATION RECOMMENDATION

Embroidered Retro Patch · Hi-Def Silicone · Micro Patch

CUSTOMER PROFILE

Customers wanting texture and pattern in a modern watchcap.

MERCHANDISING

Pair with 6102 as the modern-fit half of the knit table.

TREND DRIVER

STYLE 6102

The Mercer



A snug-fitting watchcap. The choice for a comfortable, modern fit.

WHY IT MATTERS

Snug, closer-to-head fit for a modern, tailored look.
Soft yarns plus fleece lining provide warmth without bulk.

DECORATION RECOMMENDATION

Flat Embroidery · Woven Label · 3D Insignia EMB

CUSTOMER PROFILE

Customers who want a closer-fit alternative to the cuffed beanie.

MERCHANDISING

Feature next to 6100 to show the pattern upgrade story side-by-side.



Sell This Collection in 30 Seconds

01 LEAD WITH LODESTAR.

It's the proprietary story no competitor can offer; natural look, technical performance, 100% recycled.

02 OPEN WITH Q210U, FOLLOW WITH Q210MC.

Hero first, trend second. These two carry the collection's story.

03 ROUND OUT WITH 8000 AND 1289.

The 8000 brings lifestyle support that depends on customer mix; 1289 brings the decoration canvas.

04 CLOSE WITH THE KNITS.

6025 / 6026 / 6100 / 6102 add easy, low-risk seasonal volume.

AT-A-GLANCE: FULL LINEUP

STYLE	NAME	ROLE	PRIMARY DECORATION	RETAIL RANGE
Q210U	The Lodestar	Hero / Flagship	Flat Embroidery, Twill Patch, 3D Insignias	\$45+ / Premium
Q210MC	The Criterion	Trend + Style Driver	3D Chainstitch, Retro Patches, Laser Etch	\$45+ / Premium
3805	The Better With Age	Statement Piece	Pleated or Flat Ribbon with Flat Embroidery	\$45 - \$49 / Premium
8000	The Fumanchu	Lifestyle Driver	Chenille, Hi-Def Silicone, HP+3D	\$39 - \$45 / Core
1289	The Attaboy	Custom Driver	Direct Transfer Print, Woven Label, Embroidered Retro Patch	\$35 - \$39 / Core + Value
6025	The Thayne	Heritage Essential	HP+ Patch, Laser Etched Faux Leather Patch	\$35 / Value
6026	The Cache	Volume Driver	Sublimated Faux Suede, Woven Label	\$35 / Value
6100	The Swede	Fit Innovator	Retro Patch, Hi-Def Silicone	\$35 / Value
6102	The Mercer	Trend Driver	Flat Embroidery, Faux Suede, Woven Label	\$35 / Value

MERCHANDISING PLACEMENT MAP

Endcap / Lead Facing

Q210U, Q210MC, 3805

First sight line. The Lodestar story leads.

Core Wall

8000, 1289

High-traffic areas with sight line to drive volume and pique interest.

Seasonal Table

6025, 6026, 6100, 6102

Grouped by fit: traditional pom vs. modern watchcap.

To place an order contact your Imperial sales representative or email marketing@imperial1916.com.