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CAM AND REFRIED APPAREL PARTNER TO CREATE NEW REVENUE SOURCE FOR COLLEGIATE ATHLETIC PROGRAMS MANAGING APPAREL INVENTORY

Upcycle Expert and Apparel Consultant Give New Life to Outdated Apparel

LAS VEGAS, May 1, 2025 – College Athletics Management ([CAM](#)), a leading consultancy in collegiate apparel partnerships, is working with the experts in sustainable upcycling, [Refried Apparel](#), to help schools tackle product inventory issues and generate new revenue from uniforms and apparel that will no longer be used by the athletic department.

Refried Apparel has significant experience working with teams in the professional sports leagues, including the NFL, NHL, MLB, and NCAA programs, transforming unused uniforms and garments into stylish apparel and accessories that are unique and sustainable. The inventory surplus is often the result of athletes who retire or are traded, making named and numbered items obsolete. Jerseys and sideline gear can be repurposed into a wide variety of unique apparel styles, bags and accessory items.

This collaboration merges CAM's extensive background in apparel partnerships and transition of major brands along with Refried Apparel's expertise in repurposing apparel, creating a sustainable model that drives new revenue streams while championing environmental responsibility.

Under this partnership, CAM and Refried will manage the end-to-end process of collecting surplus or outdated university apparel—such as jerseys, sideline apparel, and other items – and upcycling them into unique fashion items. These upcycled products will be sold back to schools, fans, and alumni, blending sustainability with school pride. This initiative not only reduces waste but also unlocks new merchandise lines, offering athletic departments something that they desperately need: a fresh revenue source.

“The deep experience CAM has in apparel and working with collegiate partners brings innovation and new revenue to athletic departments working on new apparel deals,” said Pat Flynn, founder of College Athletics Management. “We’re providing a new way to generate revenue from an overlooked issue of handling inventory when new styles are coming in or transitioning to a new apparel partner. Having a partner in Refried Apparel that upcycles and transforms merch (which is typically heavily discounted or discarded) into on-trend, fashionable, and, most importantly, profitable products, helps advance sustainability in college sports and helps tackle the common issue for athletic departments issue of finding new revenue.”

“Partnering with CAM allows us to scale our mission into college athletics, building on our success in the collegiate sector, where sustainability is increasingly a priority,” said Mark Litos, co-founder of Refried Apparel. “We’re excited to help schools repurpose their athletic apparel into unique, sustainable fashion that fans love, while generating new revenue and reducing environmental impact.”

By working with College Athletics Management, Refried Apparel further expands on its mission to extend the life of usable materials and reinforces its commitment to innovative solutions that benefit both athletic organizations and the planet. This provides another added benefit to athletic departments that hire CAM to oversee handle their apparel outfitter agreements. With many Division 1 programs having agreements expire in 2026, it will be interesting to see who decides to take advantage of this innovative program.

About College Athletics Management (CAM)

College Athletics Management, led by Pat Flynn, specializes in consulting on behalf of college athletic programs and brands, offering expertise in partnerships, strategy, and revenue generation. CAM connects schools with innovative solutions to help stay ahead in the constantly evolving world of college athletics.

About Refried Apparel

Founded by Lisa and Mark Litos, Refried Apparel is a sustainable lifestyle brand that upcycles deadstock apparel into unique fashion pieces. The U.S.-based company is a leader in reducing textile waste while creating new revenue opportunities in a strikingly unique and insanely sustainable way.