

# FOUNDATIONAL STYLES

ROLE: ANCHOR STYLES THAT ESTABLISH IMPERIAL'S LOOK, PRICING AND QUALITY STANDARDS

## X210 SERIES



X210P



XL210P



L210P



Y210P



X210SP



X210SM



X210B



X210Z



X210CM



X210C

## 50 SERIES



5054



5054T



5054U



5054UT



XL5054



5056



5066



5068



L5059



Y5054

## 70 SERIES



7054



7054N



7054P



7054T



7055



7064



6054



XL7054



7068

## POSITION

Proven silhouettes or constructions  
Consistently deliver sell-through across channels  
Repeat demand and strong replenishment potential

# SUPPORTING STYLES

ROLE: THESE REINFORCE FOUNDATION STYLES WITHOUT COMPETING WITH IT



1988



1988M



L338



L345



X210G



X210X



2105



X310R



L310R



DNA014

## POSITION

Proven silhouettes or constructions  
Slightly narrower appeal, but dependable  
Strong add-on and attachment drivers

# COMPLEMENTARY STYLES

ROLE: COMPLEMENTARY STYLES THAT BROADEN THE LOOK AND FEEL OF THE LINE WHILE STAYING TRUE TO BRAND DNA



**DNA001**



**4062**



**5462**



**X240M**



**X250T**



**4074**

A collection like the Lab Series also broadens the look and provides opportunity to flex pricing structure



**S1505**



**S1506**



**S1507**



**S1510**



**S1512**

## POSITION

Adjacent fits, materials, or design details  
Often merchandised next to Foundational Styles  
Helps retailers tell a fuller headwear story

# RANGE STYLES

INTENTIONAL RANGE BUILDERS THAT PROVIDE ASSORTMENT COVERAGE



1371



CC050



CC051



3161



3124



SS50



6006



6024



1286

## POSITION

Expands the line without diluting focus  
Useful for regional, channel or consumer segmentation  
Not volume drivers, but important for assortment, credibility  
and to box out competitors

# TOP COLORS 2025

## X210P



WHITE

TRUE NAVY

BLACK

FOG

BREAKER BLUE

FROST GREY

PUTTY

KHAKI

DARK GREEN

RED PEPPER

## 7054N



WHITE

NAVY

BLACK

GREY

POWDER BLUE

KHAKI

GRAPHITE

ROYAL

BUCKTHORN

OLIVE

## 7054



NAVY / WHITE

WHITE / NAVY

BLACK / WHITE

WHITE /  
NAVY-WHITE-RED

WHITE / BLACK

WHITE /  
DARK GREEN

FOREST GREEN /  
WHITE

WHITE / RED

GREY / BLACK

POWDER BLUE /  
NAVY

## 5054



BLACK / WHITE

NAVY / WHITE

WHITE / NAVY

WHITE / BLACK

WHITE /  
NAVY-WHITE-RED

WHITE /  
DARK GREEN

NAVY /  
NAVY-RED

WHITE / WHITE

WHITE / RED

NAVY / LIGHT  
BLUE

# TOP STYLES 2025



1  
X210P



2  
7054



3  
5054



4  
L210P



5  
7054N



6  
X210B



7  
Y210P



8  
6054



9  
X210SM



10  
3124P



11  
1371P



12  
Y210P



13  
L5059



14  
3161



15  
XL210P



16  
5054U



17  
DNA001



18  
X210Z



19  
1988M



20  
CC050



21  
5054T

## ADDITIONAL TOP STYLES WITH SIMILAR SALES HISTORY IN 2025



5054UT



L338



7054T



1988



S1507



S1505



1986