

2026

**SPRING
& SUMMER**

SELLING PLAYBOOK

Playbook to Sell

APPAREL THAT DEFINES THE SEASON

This 2026 Spring & Summer Selling Playbook helps you sell smarter through the year's most energetic and opportunity-rich season. Explore curated collections built around the trends driving today's apparel market: color, comfort, sustainability, and versatility.

Discover how to connect brand identity with the season's spirit through thoughtful product pairings, storytelling, and style inspiration designed to capture attention and drive engagement across every segment.

Whether outfitting a corporate retreat, launching a rebrand, or uniting a team, this guide helps match the right product to the right moment, turning seasonal trends into lasting brand impressions.



Cover: Columbia 211893 and 211892 in Safari and Liberty Bags 8872 in Natural/Black.

Top Right: Columbia 211893 and 211892 in Safari.

Bottom Right: adidas A597 in Collegiate Navy Mélange.

SEASONAL SELLING OPPORTUNITIES

Explore strategies to boost sales this spring & summer season.

NEW YEAR

The start of the year brings fresh opportunities to promote branded merchandise for corporate resolutions. Encourage companies to gift items that inspire productivity and motivation among employees.



American Apparel T3ML0 in Burgundy.

SPRING EVENTS

As the season transitions, target events such as trade shows, outdoor festivals and sporting events. Highlight products ideal for outdoor use, promoting engagement, and brand visibility in vibrant settings.



Columbia 213684 and 213624 in Collegiate Navy.

OUTDOOR ENTERTAINMENT

With fairs, concerts, and community events in full swing, help customers plan branded merchandise that's visible, functional, and memorable in active, social settings.



Boxercraft BW5204 and BW6103 in Castlerock, Nomadix TOTMDRN in Black.

EARTH DAY

As Earth Day approaches, focus on eco-conscious initiatives and community events. Highlight sustainable and recycled products that showcase environmental responsibility, helping brands engage audiences while promoting a greener image.



Holloway 223782 in Athletic Heather/Vanilla.



adidas A717 in Collegiate Navy, A716 in White.

SUMMER KICKOFF

The summer season brings energy, activity, and outdoor engagement—the perfect time for brands to refresh their look with light, breathable apparel. Encourage customers to invest in branded gear for company outings, sports leagues, and seasonal promotions that showcase their culture.



adidas A1014 in Wonder Alumina, A1010 in Black.

BACK TO SCHOOL AND CAMPUS READY

As summer winds down, position “Back to School” as a powerful transition theme — tapping into education, team sports, and campus life opportunities. Encourage customers to plan early for outfitting programs, clubs, team, and spirit wear collections.

COLOR TRENDS

Explore color palettes that inspire trend-forward assortments.

SOFT NEUTRALS



Stone Driftwood Natural White

Relaxed, versatile tones giving outfits an effortless, elevated feel.

COASTAL BLUES



Sky Steel Marine

Cool, polished shades adding breezy confidence to everyday looks.

BOTANICAL GREENS



Sage Matcha Fern

Fresh, earthy hues bringing calm sophistication to modern style.

BRIGHT ACCENTS



Sunbeam Coral Lavender

Bold pops that energize outfits with playful, trend-forward flair.

DEMAND TRENDS

Discover consumer shifts influencing product selection.



SUSTAINABILITY & MATERIALS

Increasing demand for eco-friendly products and responsible manufacturing processes.



EVERYDAY USE & UTILITY

Branded items that are used frequently (not discarded or given away) drive better recall and value.



STYLE MEETS FUNCTION

Branded products are becoming more design-led, premium, and lifestyle driven.



PERSONALIZATION & BRAND STORYTELLING

Embroidery, unique finishes, and targeted items lead to higher impact.

STYLE TRENDS

Spotlight modern trends defining essential apparel looks.

LIGHTWEIGHT LAYERING



Columbia 212476 in Black.

Quarter-zips, rain jackets, shirt jackets, wovens, and light fleece

PERFORMANCE TEES AND POLOS



adidas A702 in Preloved Ink.

Moisture-wicking, antimicrobial, and high performance

RETRO SPORT INFLUENCES



Holloway 223782 in Athletic Heather/ Vanilla.

Ringer tees, stripes, rugby collars, collegiate lettering, and color block

COMFORT FIRST



ComfortWash by Hanes GDH100 in Artisan Gold.

Relaxed fits, soft hand, unisex sizing, and heavyweight



A717
adidas



TECHRN
Nomadix



88193
CORE365



CUT
LEGACY



X210X
Imperial



A2021
adidas



4HM700
AllPro

Active/stretch fabrics and utility attributes are rising, combining function with innovation.



A599
adidas



64800
Gildan



GE708
CORE365



BP25RN
Nomadix



5389
American Apparel

[Shop Corporate](#)

CORPORATE PROGRAMS



UNIFORMS

Drive visibility with company stores and uniform programs that keep employees looking professional.



APPRECIATION & MID-YEAR RECOGNITION

Reward teams with thoughtful, high-quality gifts that show appreciation and build culture.

adidas A2020 in White, Columbia 213624 in Columbia Grey.



PRO TIP

Sustainability is becoming an expectation: **sharing eco credentials**, such as responsible manufacturing and recycled materials, helps align with customer initiatives and values.



A597
adidas



1376844
Under Armour



4610
BELLA+CANVAS



216514
Columbia



A2013
adidas



8503R
Liberty Bags

Useable, visible,
sustainable
across events and
promotions.



211893
Columbia



2001CVC
American Apparel



324RE
Richardson



FTEX00
American Apparel



211892
Columbia



MAYA
Infinity Her

[Shop Merch](#)

CONSUMER MERCH



RETAIL & GIFT

Position brands with on-trend retail styles and premium gifting options.



REBRANDERS

Support new brand launches or refreshes with modern merch styles.



EVENTS & GIVEAWAYS

Create lasting impressions with branded merchandise that stands out.

Swannies SWGH600 in Black/Heather.



PRO TIP

Fashion credibility matters, especially among younger retail-oriented audiences: **offer limited edition or trend-color runs** for events and influencer programs.



CE405
CORE365



88192
CORE365



88183
CORE365



054X
Hanes



BR210
American Apparel

Trending Y2K and preppy retro styles are great for campus clubs and organizations.



TT21
Team 365



64PLSMA
Gildan



8869
Valucap



220
Richardson



4820
Hanes



Q4500
Q-Tees



2003CVC
American Apparel

[Shop School & Team](#)

SCHOOL & TEAM



UNIFORMS (PLAY)

Provide high-performance uniforms that inspire confidence on and off the field.



SPIRIT WEAR (SUPPORT)

Fuel team and community spirit with everyday school and team branded apparel.

Colortone 1275 in Iced Navy, Boxercraft BW5404 in Navy/Oxford Heather and BW6502 in Navy, Holloway 223526 in Athletic Heather/Vanilla.



PRO TIP

Headwear is evolving from basic giveaway to quality. **Upsell headwear as easy add-on to apparel programs** by showing premium styles and patterns to complete the look.

YOUR 2026 NEW YEAR CHECKLIST

- Refresh your lineup with discounted [Product Samples](#)
- Pitch bundled apparel and headwear using [FlyerBuilder](#)
- Use color trends to inspire with [Digital Swatch Cards](#) or [Shop by Color](#)
- Showcase S&S brand strength with digital or print [Catalogs & Guides](#)
- Offer decoration recommendations early with [Embellishment Solutions](#) and [DTF Transfers](#)

This Is S&S Activewear

Help Center



adidas A714 in Putty Beige, A716 in Carbon, A1008 in Black, A2016 in Grey Three, and A2021 in Hemp.



Columbia 212473 in Sail, 212464 in Sail, and 216513 Cool Grey.

YOUR 2026 SPRING & SUMMER SELLING PLAYBOOK IN ACTION

Your guide to capturing attention, building loyalty, and selling smarter with S&S.



BELLA+CANVAS 4810GD in Washed Chestnut, American Apparel BR210 in Bone.



Augusta Sportswear 1518 in Royal/White, and 1426 in Royal.



American Apparel FTJ00 in Heather Grey, Swannies SWOQ500 in Glacier/ Graphite, TriDri TD052 in Black.

SELL WITH PURPOSE

The 2026 Spring & Summer Selling Playbook gives you the tools to sell with purpose. Use the trends, collections, and strategies in this guide to align products with your customers' goals and seasonal opportunities.

CONNECT TO KEY MOMENTS

Focus on connecting brands to the moments that matter most. Whether supporting company programs, event promotions, or retail launches, every recommendation in this playbook is designed to help you grow sales and strengthen relationships.

POWER YOUR SEASONAL SUCCESS

With S&S Activewear's product depth, marketing resources, and service solutions, you have everything you need to plan ahead and deliver results all season long.

[Shop Now](#)