

Imperial[®]

NEW APPAREL
FIELD GUIDE

2027

A modern apparel assortment
built to be worn.

SALES ENABLEMENT EDITION

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The Assortment, At a Glance

Since 1916, Imperial has set the standard in premium headwear, earning a reputation across golf, leisure, and leading brands for category-leading products people ask for by name. Built on that same standard, the New for 2027 Apparel Assortment brings together four styles selected for their premium quality, decoration-ready performance, and everyday wearability.

Designed to support a wide range of branded apparel opportunities, this assortment combines elevated materials with versatile styling that works across the course, the office, events, and everyday life. As women continue to play a larger role in driving growth across golf and lifestyle apparel, the collection reflects that momentum through a thoughtfully curated mix of women's essentials, elevated layers, and everyday favorites. The result is a range of styles that deliver a polished look, showcase a logo with confidence, and are built to be worn.



THE BENEFIT LADDER

Features

Four versatile apparel silhouettes featuring quality materials, refined styling, and all-day comfort.

Functional

The same trusted decoration performance customers expect from Imperial, in apparel.

Emotional

Confidence that the Imperial label meets the standards customers have trusted for 110+ years.

Meaning

The Imperial Standard, marked by the Red Dot of excellence.

WHAT'S INSIDE

03-04
Hero Styles

05-06
Full Style Lineup

07
Selling Summary

The Castine

The Castine starts as a crewneck and finishes as a statement piece. The right decoration simply reveals what was already there.

WHAT IT IS

A modern women's fleece crew designed to elevate the category beyond basic layering. Built from heavyweight brushed 3-end fleece with a relaxed silhouette and thoughtful finishing details, The Castine delivers the versatility of a sweatshirt with the presence of a statement piece.

WHY IT MATTERS

- Brushed fleece delivers premium softness and substantial weight.
- Brings retail-level presence to a category often treated as a basic layer.
- Transitions easily from gifting and events to retail and everyday wear.

DECORATION RECOMMENDATIONS

Embroidery, chenille patches, felt lettering, transfers, and micropatches. Particularly strong when decoration becomes part of the overall design story.

BEST CUSTOMER FIT

The customer who appreciates elevated casual style and views a sweatshirt as more than a basic layer. Comfortable enough for everyday wear, polished enough to feel intentional.

MERCHANDISING OPPORTUNITY

Feature The Castine prominently in seasonal displays and gifting assortments where quality and presentation drive interest. Its elevated styling and decoration versatility create a natural focal point, while the color palette invites multiple-color merchandising opportunities.



QUICK FACTS

FABRIC

80% organic cotton / 20% recycled polyester brushed fleece, 8.8 oz / 300 GSM

FIT

Relaxed women's fit, drop shoulder, XS-2XL

AUDIENCE

Casual + Elevated Crossover

SIZE GUIDE

Measurement in inch	XS	S	M	L	XL	XXL
A - Half Chest	22 1/2	23 1/2	24 3/4	26 1/2	28 1/4	30 1/4
B - Body Length	21 3/4	22 1/2	23 1/4	24	24 3/4	25 1/2
C - Sleeve Length	18 1/4	18 1/4	18 1/4	18 1/4	18 1/4	18 1/4

The Sconset

The best lifestyle pieces don't need an occasion. The Sconset blurs the line between a fashion layer and everyday wear, becoming the kind of hoodie people choose again and again.

WHAT IT IS

A premium women's hoodie designed for everyday wear and broad lifestyle appeal. Constructed from the same substantial brushed fleece as The Castine and elevated through thoughtful details, including a double self-fabric-lined hood, flat drawcords, and refined finishing throughout.

WHY IT MATTERS

- Structured hood construction creates a polished, style-forward presence.
- Soft hand delivers comfort without excess bulk.
- Versatile styling works across a wide range of lifestyles and occasions.
- Feels equally at home in fashion displays, event gifting, and seasonal assortments.

DECORATION RECOMMENDATIONS

Direct to garment printing, chenille patches, and felt lettering are most effective in creating a balanced design on a lifestyle driven layering piece.

BEST CUSTOMER FIT

The customer who wants one hoodie that can do it all. Relaxed, comfortable, and versatile enough to become the layer they reach for most often.

MERCHANDISING OPPORTUNITY

Lead with The Sconset whenever the goal is broad appeal. Its combination of comfort, styling, and wearability makes it the strongest lifestyle piece in the assortment and a natural companion to premium headwear for retail displays and gifting collections.



QUICK FACTS

FABRIC

80% organic cotton / 20% recycled polyester brushed fleece, 8.8 oz / 300 GSM

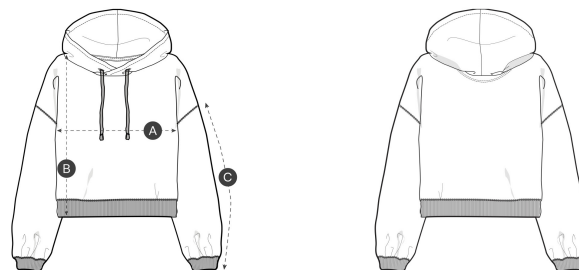
FIT

Relaxed women's fit, double self-fabric lined hood

AUDIENCE

Comfort + Style

SIZE GUIDE



Measurement in inch	XS	S	M	L	XL	XXL
A - Half Chest	22 1/2	23 1/2	24 3/4	26 1/2	28 1/4	30 1/4
B - Body Length	21 3/4	22 1/2	23 1/4	24	24 3/4	25 1/2
C - Sleeve Length	18 1/4	18 1/4	18 1/4	18 1/4	18 1/4	18 1/4

The Bolinas

Trends draw attention. Core pieces build the foundation. The Bolinas is designed to do both.

WHAT IT IS

A women's lifestyle tee designed with proportional measurements throughout the chest, sleeve, and body. Built from the same premium fabric and wash process as The Leucadia, with refined finishing details that create a softer overall appearance.

WHY IT MATTERS

- A true women's fit designed from the start for how women actually want a tee to fit and feel.
- Garment-washed organic cotton delivers a soft, broken-in feel from the first wear.
- Refined stitching and sleeve details create a softer, more polished appearance.
- Creates a dependable foundation for women's retail assortments built around timeless pieces.

DECORATION RECOMMENDATIONS

Left-chest embroidery, Direct to Garment, Direct Transfer Prints. Shares the same smooth decoration surface as The Leucadia for decoration consistency across multiple styles.

BEST CUSTOMER FIT

The customer who values effortless style and everyday comfort, looking for a tee that feels relaxed, versatile, and easy to wear.

MERCHANDISING OPPORTUNITY

Position The Bolinas as a foundational piece within a women's retail assortment. Clean styling, a thoughtful fit, and a broad color palette make it the kind of core piece that supports repeat merchandising season after season.



QUICK FACTS

FABRIC

100% organic ring-spun combed cotton / 5.3 oz / 180 GSM

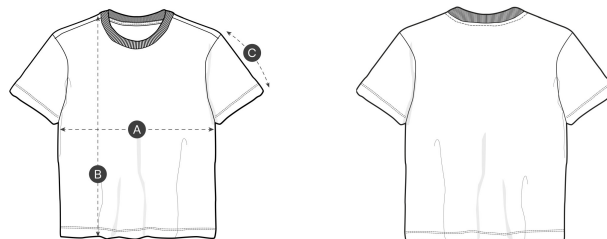
FIT

True women's fit

AUDIENCE

Lifestyle Essential

SIZE GUIDE



Measurement in inch	XS	S	M	L	XL	XXL
A - Half Chest	17 3/4	19	20	21 3/4	23 1/2	25 1/2
B - Body Length	22 3/4	23 1/2	24 1/4	25	25 3/4	26 1/2
C - Sleeve Length	7	7 1/4	7 1/2	7 3/4	7 3/4	8 1/4



The Leucadia

Volume styles don't win by being everything to everyone. They win by being right for almost everyone.

WHAT IT IS

A premium-weight tee constructed from organic ring-spun combed cotton. Garment washed for a softer hand and finished with clean construction details that support a wide range of decoration methods.

WHY IT MATTERS

- Premium-weight cotton delivers noticeable softness and quality.
- Garment wash enhances comfort while maintaining color integrity.
- Smooth jersey face supports clean decoration across multiple methods.
- Relaxed men's fit supports a broad range of sizes and customers.

DECORATION RECOMMENDATIONS

Direct to Garment prints or left chest embroidery.
The smooth jersey surface supports both simple logo placements and larger graphic applications.

BEST CUSTOMER FIT

The customer looking for a dependable everyday tee with enough substance to feel elevated, whether it's worn at work, on the weekend, or anywhere in between.

MERCHANDISING OPPORTUNITY

Lead with The Leucadia when one tee needs to work across the widest range of customers. The combination of broad sizing, clean decoration potential, and approachable styling makes it a reliable foundation for any lifestyle assortment.



QUICK FACTS

FABRIC

100% organic ring-spun combed cotton / 5.3 oz / 180 GSM

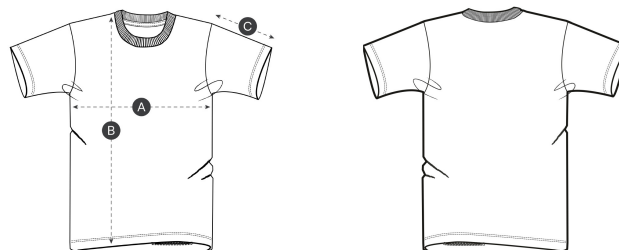
FIT

Relaxed men's fit

AUDIENCE

Modern Essentialist

SIZE GUIDE



Measurement in inch	XXS	XS	S	M	L	XL	XXL	3XL	4XL	5XL
A - Half Chest	18	18 3/4	19 1/2	21	22 3/4	24 1/2	26 1/2	28 1/2	30 1/2	32 1/2
B - Body Length	26 3/4	27 1/2	28 1/4	29 1/4	30	31	32	33	33 3/4	34 3/4
C - Sleeve Length	8 3/4	9	9 1/4	9 1/2	9 3/4	9 3/4	10	10 1/4	10 1/4	10 1/4



Sell These Styles in 30 Seconds

01 LEAD WITH THE STYLE STORY.

Start with The Castine and The Sconset. These are the styles that establish the assortment's point of view, bringing together elevated styling, everyday wearability, and retail-inspired appeal.

02 BUILD THE FOUNDATION.

Support the assortment with The Bolinas and The Leucadia. One serves as a women's essential, the other as the volume-driving tee that appeals across the broadest audience.

03 SELL THE WEARABILITY.

The strongest apparel isn't simply distributed, it's worn. Every style in this assortment was selected for the comfort, quality, and styling that encourage repeat wear.

04 CLOSE WITH THE IMPERIAL STANDARD.

Quality materials, decoration-ready execution, and a commitment to lasting value. The same principles that define Imperial headwear now extend into apparel.

AT-A-GLANCE: FULL LINEUP

STYLE	NAME	ROLE	MATERIAL	BEST FOR
80902	The Castine	Hero / Statement	8.8 oz. Brushed 3-End Fleece	Elevating women's retail assortments
80904	The Sconset	Hero / Lifestyle Driver	8.8 oz. Brushed 3-End Fleece	Lifestyle retail & self-purchase appeal
10223	The Bolinas	Supporting / Core Essential	5.3 oz. Organic Ring-Spun Cotton	Building women's retail foundations
10109	The Leucadia	Supporting / Volume Driver	5.3 oz. Organic Ring-Spun Cotton	Broad lifestyle & corporate appeal

MERCHANDISING PLACEMENT MAP

Endcap / Lead Facing

80902, 80904

Lead visual styles and highest-impact display pieces. Their styling, color assortment, and decoration versatility create the strongest first impression.

Core Wall

10223, 10109

The foundational pieces that support year-round placement. Dependable styles that provide the assortment with depth and repeatability.

Women's Retail Opportunity

80902, 80904, 10223

The Bolinas, Castine, and Sconset create a complete women's assortment built on timeless essentials, elevated layers, and everyday wearability.

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