

LOOK
BOOK

CORPORATE
COOL



**CAPSULE
COLLECTION**
vol. 1

Cor.por.ate Cool

/'kôrp(ə)rət/ /kōol/



the shift in the American workforce's dress code as millennials and young executives become the majority and workday attire goes from suits to sandals.



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CORPORATE COOL

CAPSULE COLLECTION

FOR PRESENTATION PURPOSES ONLY

The supportive imagery being used is to evoke a mood and create a lasting impression. Imagery may not contain actual product available for purchase.

Polos



S16533 new
SPYDER MEN'S PEAK POLO
 BEST



S16564
SPYDER LADIES' PEAK POLO
 BEST



88632 prime
**NORTH END MEN'S RECYCLED
 POLYESTER PERFORMANCE PIQUÉ POLO**
 BETTER



78632 prime
**NORTH END LADIES' RECYCLED
 POLYESTER PERFORMANCE PIQUÉ POLO**
 BETTER



CE101
**CORE 365 MEN'S BALANCE COLORBLOCK
 PERFORMANCE PIQUÉ POLO**
 GOOD



CE101W prime
**CORE 365 LADIES' BALANCE COLORBLOCK
 PERFORMANCE PIQUÉ POLO**
 GOOD

*In 2015, startups created over
 2 million jobs in the U.S. alone.*



Tee & Knits



Millennials, defined as 18-to-34 year olds, make up more than one-third of the U.S. workforce.



S16797
SPYDER MEN'S FREESTYLE
HALF-ZIP PULLOVER
BEST



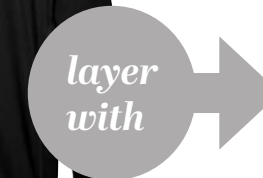
S16798
SPYDER LADIES' FREESTYLE
HALF-ZIP PULLOVER
BEST



NE400
NORTH END MEN'S JAQ SNAP-UP
STRETCH PERFORMANCE PULLOVER
BETTER



88187 prime
NORTH END MEN'S RADAR QUARTER-ZIP
PERFORMANCE LONG-SLEEVE TOP
BETTER



102A primeplus
THREADFAST APPAREL UNISEX
TRIBLEND SHORT-SLEEVE T-SHIRT
BETTER



302Z
THREADFAST APPAREL UNISEX
TRIBLEND FULL-ZIP LIGHT HOODIE
GOOD

Wovens



4435DD *new*
 ROCKHILL SHORT SLEEVE
 BREATHABLE WOVEN
 BEST



DD4405 *primeplus*
 DRI DUCK 100% POLYESTER LONG-SLEEVE
 FISHING SHIRT
 BEST



NE500 *new*
 NORTH END MEN'S BOROUGH STRETCH
 PERFORMANCE SHIRT
 BETTER



NE500W *new*
 NORTH END LADIES' BOROUGH STRETCH
 PERFORMANCE SHIRT
 BETTER

Some companies are actually thriving because of dramatic shifts in consumer behavior. In-home workout equipment companies report growth up as much as 66%, communication video conferencing reporting 300M participants per day. The video game industry is growing so fast that some believe it will reach over \$300 billion by 2025.



B8210 *primeplus*
 BURNSIDE MEN'S PLAID
 FLANNEL SHIRT
 GOOD

Fleece



S16539 prime
SPYDER MEN'S VENOM FULL-ZIP JACKET
BEST



88175 primeplus
NORTH END ADULT CATALYST
PERFORMANCE FLEECE QUARTER-ZIP
BETTER



JA8649 new
J AMERICA ADULT RELAY HOODED SWEATSHIRT
GOOD



*The United States averages
20 technology companies
founded per year that reach
\$100 million in revenues.*



320C
THREADFAST APPAREL UNISEX ULTIMATE
CREWNECK SWEATSHIRT
GOOD

Outerwear

1 in 3 workers would rather have a casual dress code than an extra \$5,000 in pay.



187334 primeplus
SPYDER MEN'S TRANSPORT
SOFT SHELL JACKET
BEST



S17030 new
SPYDER TRANSIT SHIRT JACKET
BETTER



NE718 new
NORTH END MEN'S CITY HYBRID SHELL
GOOD



NE720 new
NORTH END ADULT APEX
COACH JACKET
BETTER



NE710W new
NORTH END LADIES' LOFT PIONEER
HYBRID BOMBER JACKET
BETTER



NE711
NORTH END MEN'S ROTATE
REFLECTIVE JACKET
GOOD



JA8456 primeplus
J AMERICA LADIES' EPIC
SHERPA VEST
GOOD



Accessories



The U.S. is the largest tech market in the world, coming in at \$1.6 trillion in 2019.

23860
MARMOT ANZA BACKPACK
 BEST



NE901
NORTH END REFLECTIVE CONVERTIBLE BACKPACK TOTE
 BETTER



NE902
NORTH END ROTATE REFLECTIVE DUFFEL
 BETTER



BX020
BIG ACCESSORIES 6-PANEL STRUCTURED TWILL CAP
 GOOD



BX019
BIG ACCESSORIES 6-PANEL STRUCTURED TRUCKER CAP
 GOOD



Hard Goods



BT500
BUILT® WELDED COOLER SMALL ARCTIC ICE
 BEST



IT139
FAST CHARGING WIRELESS CHARGING SET
 BEST



IT310
ROADSTER CAR VENT WIRELESS CHARGER
 BETTER



LB510
ASHER 12-CAN COOLER TOTE
 BETTER



KC315
LIGHT-UP-YOUR-LOGO KEY LIGHT
 GOOD



MG874
22 OZ. RESTORE TRITAN™ WATER BOTTLE WITH CORK LID
 GOOD

CORPORATE COOL

