

# Back To Basics

Tees, polos, wovens and caps are the foundation for promotional apparel sales.

**BY LISA HORN**

**EVERY WARDROBE NEEDS FOUNDATION** pieces, the basics upon which individual style is built. In promotional apparel, tees, polos, wovens and caps categorize the marketplace. But just because a garment is basic doesn't mean it's boring. This special edition of

Editor's Picks showcases a selection of traditional pieces with modern fabrications, technical additions or interesting details—making what at first seems old like new again.

*Lisa Horn is PPB's editor.*



## Silver Belle

The contrast stitching and contoured fit in this Silver For Her tee gives a classic staple an updated look.

*Hanes Printables/Outer Banks. UPIC: hanesob. 800-685-7557. [www.hanesbullseye.com](http://www.hanesbullseye.com).*

## Making Headlines

The Vansport™ mesh cap not only features a performance sweatband, but it's also constructed of moisture management fabric to keep wearers cool and dry.

*Vantage Apparel. UPIC: vantage. 800-221-0020. [www.vantageapparel.com](http://www.vantageapparel.com).*



## Natural Wonders

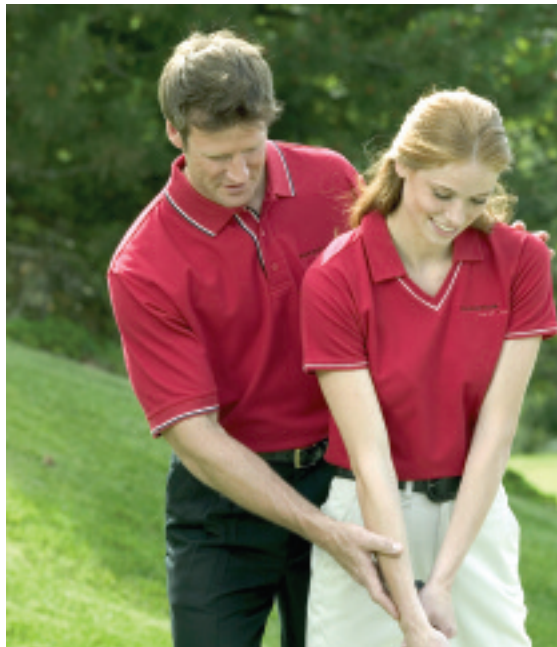
The Columbia Cape Jake II shirt is made from a garment enzyme sandwashed blend of ramie and cotton breeze cloth in deja blue, green thunder, stone, flax and Navajo joe—perfect for the outdoor enthusiast.

*Alpha Shirt Company. UPIC: ALPH0003. 800-523-4585. [www.alphashirt.com](http://www.alphashirt.com).*

## A New Way

The Newport offers a new look in coordinating apparel. The men's traditionally styled polo is complemented by the ladies' version, which features a modified lay-down collar and open neckline.

*Dunbrooke. UPIC: DUNBROOK. 800-641-3627. [www.dunbrooke.com](http://www.dunbrooke.com) >>*





## Classic Workhorse

The Jerzees heavyweight pocket tee works hard at looking casually elegant.

*NES Clothing Company. UPIC: NES.  
800-782-7770. [www.nesclothing.com](http://www.nesclothing.com).*

## Diplomatic Resolutions

The Diplomat solves any conflict regarding which shirts to include in a uniform program because it is machine washable and wrinkle resistant.

*WW Group USA. UPIC: [wwgroup](http://www.wwgroup.com).  
800-731-6306. [www.ww-usa.com](http://www.ww-usa.com).*



## Fashion Fuel

The Chevron accelerates ladies' style with its herringbone jacquard collar and cuffs.

*PremiumWear. UPIC: MUNS0001.  
800-347-6098. [www.premiumwear.com](http://www.premiumwear.com). >>*



## Day To Evening Flexibility

The Enza ¾-sleeve stretch poplin shirt is tailored enough for office flair and stylish enough for evening excursions.

*One Stop. UPIC: ONES0001.*

800-968-7550. [www.onestopinc.com](http://www.onestopinc.com).



## Performance Plus

The Chestnut Hill performance plus piqué polo promises no shrinking, fading or pulling—delivering a look that lasts.

*Broder Bros. UPIC: BRODER.*

800-521-0850. [www.broderbros.com](http://www.broderbros.com).



## Heads Up

The brushed cotton structured cap has a contrasting corner bill detail that will make heads turn.

*Bullet Line. UPIC: BULLET.*

800-749-7367. [www.bulletline.com](http://www.bulletline.com). **PPB**