

HIGHLIGHTS

Aesthetically pleasing and artfully arranged, these collections will make an impactful display and encourage multiple sales.

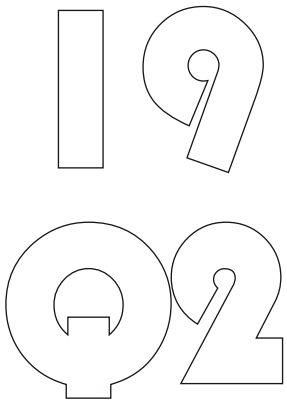
price point

Traditions

PATRIOTIC

black & white

fit guide



PRODUCT

It's all about the

Traditions

Utilizing the iconic HD logo and Harley orange, this merchandising set is all about the Harley Davidson traditions and playing up the timeless classics.



ladies

mens



Garment Highlights



R003175
HD Line

Classic fit tee is spiced up with contrast orange stitching and the contrast back neck tape adds hanger appeal.



R003178
Ridge Name

Layering is key for Harley riders. This jacket gives comfort and style with the contrast zipper teeth and orange sleeve hit.



R003150
Worn Genuine

Contemporary fit tee with a traditional genuine orange Harley Davidson print.



R003176
Genuine 1903

Burnout thermal long-sleeve crew with a classic bar and shield. The ribbed detailing on the cuffs, collar and dorito give it a classic feel.

mens



R003204
Unified

Colorblocking gives a trend relevant take on this classic zip hoodie. Pair with our tank top for effortless style.



R003181
Lineage

Basic tank updated with white and heather grey stripes. Design details include a neckline dorito and blinged artwork. A solid back enables key customization for any dealership.

ladies



R003193
Searing

Classic v-neck with raglan colorblocked sleeves and flames give this style a unique look.



R003187
After Glow

Edgier artwork paired with a side tie make this scoop neck tee unique.

price point

NEW!

Introducing a new collection of garments with prices that can't be beat!

Our assortment has a variety of sleeve lengths and colors. The artwork is comprised of past top sellers making this collection an easy sell.



Tested Name
R003155



Panhead LC
R003156



Tank Arch
R003161



Reversed MC
R003157



Round Muscle
R003158



Reverence
R003160



School Shield
R003159



Knuck Tats
R003162

PATRIOTIC

Classic fitting tank top and v-neck have varying art styles such as an ombre iconic Willie G and blinged bar and shield with wings. Each distinctive style compliments one another as a patriotic collection for any dealership.

R003180
Starry G



R003198
Freedom Rose



R003210
Desire



R003209
Script Flag



Same art style used on both men's and ladies for an impactful pairing.

His & Hers duo

ladies

mens



R003148

G Star



R003145

Heritage



R003219

Defiance 1



R003149

Shovel Pride



Patriotic is represented on traditional colored tees for the season. All are classic fitting tees with unique artwork on each. This includes distressed artwork, stars and stripes, and a custom neck tape that is sure to catch the eye.

black & white



R003183
Laced Shield



R003186
Just Ride

R003192
Delicacy



R003200
Elevated

Perfect blend of classic black and white. Wide range of trend relevant details including ruffles, v-notch, rolled cuffs, and embellishment.

ladies

mens



Tank Arch
R003161




R003165
Panel Pkt

Black & White for men's comes in classic fits in both sleeveless, pocket tee, USA tee, and basic tee.



R003122
Knucklehead Sketch



R003131
It's a Journey


LADIES SIZE CHART

HOW TO MEASURE

For most accuracy, have someone else do the measuring. Stand tall, yet relaxed and let the arms hang down at the sides. Keep tape measure snug against the body and parallel to the ground.

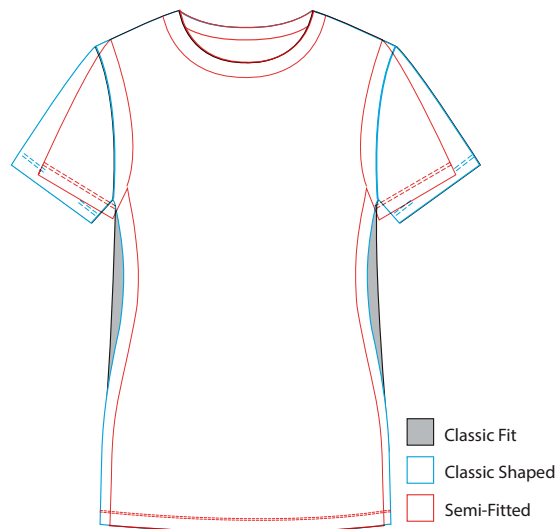
Measurements are used as general guidelines for sizing.

CHEST: Measure just under the arms and across the chest at fullest point of the chest.

WAIST: Measure at smallest point of waist.

HIP: Measure at fullest point of hips.

LADIES SIZES				
SIZES		BUST	WAIST	HIP
S	4 - 6	34" - 35"	27 1/2" - 28 1/2"	37" - 38 1/2"
M	8 - 10	36" - 37"	29 1/2" - 30 1/2"	39 1/2" - 40 1/2"
L	12 - 14	39" - 40"	32" - 34"	42" - 43"
XL	16 - 18	42" - 44"	36" - 38"	45" - 47"
LADIES PLUS SIZES				
2X	18W - 20W	45" - 47"	38" - 40"	48" - 50"
3X	22W - 24W	49" - 51"	42" - 44"	52" - 54"



CLASSIC FIT

A universal fit, straight cut throughout for effortless comfort.

CLASSIC SHAPED

The Classic Fit with a trimmer waist, cut to add figure definition.

SEMI-FITTED

Cut slimmer for a closer to the body fit.

*Please note, Classic Fit will comprise from 50-70% of our seasonal lines, followed by Classic Shaped at around 20-30%. Semi-fitted will have the smallest presence roughly between 5 - 10%.

MEN'S SIZE CHART

HOW TO MEASURE

For most accuracy, have someone else do the measuring. Stand tall, yet relaxed and let the arms hang down at the sides. Keep tape measure snug against the body and parallel to the ground. Measurements are used as general guidelines for sizing.

CHEST: Measure just under the arms and across the chest at fullest point of the chest.

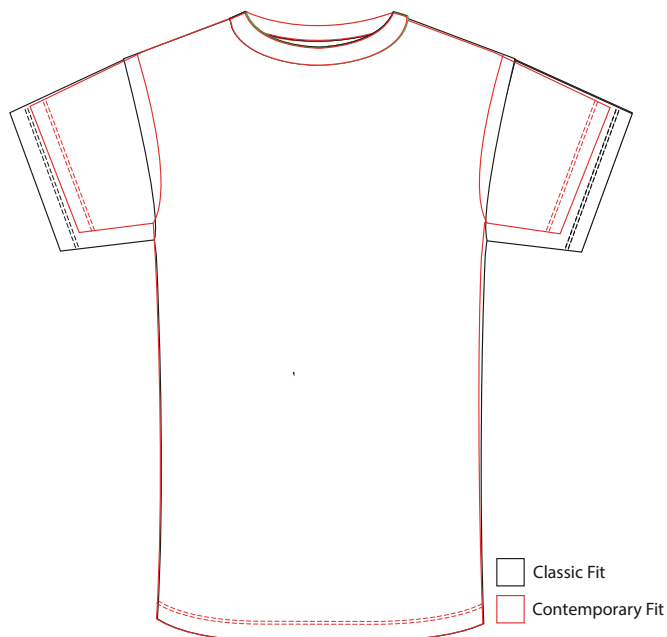
WAIST: Measure at smallest point of waist.

HIP: Measure at fullest point of hips.

NECK: Measure at the base of neck where meets shoulder.

MEN'S SIZING			
SIZES	CHEST	WAIST	NECK
S	34" - 36"	28 1/2" - 30"	14 1/4" - 14 3/4"
M	38" - 40"	32 1/2" - 34 1/2"	15 1/4" - 15 3/4"
L	42" - 44"	36 1/2" - 38 1/2"	16 1/4" - 16 3/4"
XL	46" - 48"	41" - 43 1/2"	17 1/4" - 17 3/4"
2XL	50" - 52"	46" - 48 1/2"	18 1/4" - 18 3/4"
3XL	54" - 56"	51" - 53 1/2"	19 1/4" - 19 3/4"
4XL	58" - 60"	56" - 58 1/2"	20 1/4" - 20 3/4"
5XL	62" - 64"	61" - 63 1/2"	21 1/4" - 21 3/4"

We offer size MT, LT, XLT, 2XLT in certain styles. Tall sizes, add 3" to shirt length, 1" to sleeve length.



CLASSIC FIT

Full cut through chest, shoulder & arms for a roomier fit.

CONTEMPORARY FIT

Trim cut through chest, shoulder & arms for a closer to the body fit.

*Please note, Classic Fit will comprise up to 95% of our seasonal lines with Contemporary being around 5-10%.