



ESSENTIAL FASHION

2020

essential-fashion.com

DISCOVER THE TOP 2020 LOOKS FROM OUR FASHION BRANDS

Check out our latest Essential Fashion catalog. From updated classics to on-trend, go-everywhere styles, they're designed for comfort in the cuts and fabrics you love. Shop our entire lineup at **essential-fashion.com**.

 **ALTERNATIVE**

BELLA+CANVAS



American Apparel

econscious 

 **NEXT LEVEL**
APPAREL

ANVIL



THREADFAST APPAREL

Alternative, American Apparel and Econscious products purchased can only be re-sold with embellishment. Re-sale of unembellished or blank product on the internet or elsewhere is strictly forbidden. Failure to comply with this policy will result in loss of privileges for selling that brand.





WHAT IS PRIMEPLUS & PRIME?

OUR MOST IN-DEMAND, BEST-SELLING STYLES.


primeplus
TOP SELLERS
DEEPEST INVENTORY
BUILT FOR PROGRAMS

prime
TOP SELLERS
INCREASED INVENTORY

Don't see the color you want?
Check for the color icon saying more colors on line.



More colors
online

	SHORT-SLEEVE COTTON	4-5		3/4-SLEEVE	16-17
	SHORT-SLEEVE BLEND	6-7		SOFT & DRAPEY	18-19
	SHORT-SLEEVE TRIBLEND	8-9		USA MADE	20-21
	TANKS	10-11		SUSTAINABLE	22-23
	V-NECK	12-13		PULLOVER FLEECE	24-25
	LONG-SLEEVE	14-15		FULL-ZIP FLEECE	26-27

All prices subject to change without notice



See our complete line at essential-fashion.com 3

SHORT-SLEEVE COTTON

Our essential cotton t-shirts are made for comfort. Made of lightweight combed cotton for a soft, cooling feel, they're available in a full range of great colors to match your casual style.



ANVIL
980 **primeplus** Call for Pricing
ADULT RINGSPUN COTTON
LIGHTWEIGHT T-SHIRT

Sizes: XS-4XL Also Available: Ladies' (880),
Youth (990B), Ladies' Tank (882L)

*Heather colors are blends



American Apparel
2102W Call for Pricing
LADIES' RINGSPUN COTTON
FINE JERSEY T-SHIRT

Sizes: S-2XL Also Available: Men's (2001W),
Youth (2201W)

*Heather colors are blends



3516 prime Call for Pricing
LADIES' RINGSPUN COTTON
FINE JERSEY T-SHIRT

Sizes: XS-3XL Also Available: Men's (6901),
Youth (6101), Men's Football (6937),
Ladies' Football (3537)

*Heather colors are blends



ALTERNATIVE
AA1070 **primeplus** Call for Pricing
MEN'S COTTON GO-TO T-SHIRT

Sizes: XS-3XL
*Heather colors are blends





3600 **primeplus**

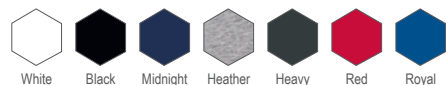
Call for Pricing

MEN'S RINGSPUN COTTON
FINE JERSEY T-SHIRT

Sizes: XS-4XL

Also Available: Ladies' (N3900),
Youth (3310), Girls' (N3710),
Pocket (3605), Ringer (3604)

**Heather colors are blends*



BELLA+CANVAS

3001C **primeplus**

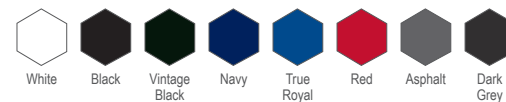
Call for Pricing

UNISEX RINGSPUN COTTON
JERSEY T-SHIRT

Sizes: XS-5XL

Also Available: Ladies' (6004), Youth (3001Y),
Toddler (3001T), Pocket (3021)

**Ash and Heather colors are blends*

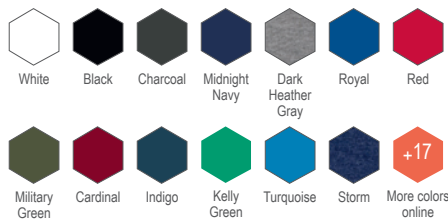


See our complete line at essential-fashion.com



N6210 primeplus **Call for Pricing**
MEN'S BLENDED CVC T-SHIRT

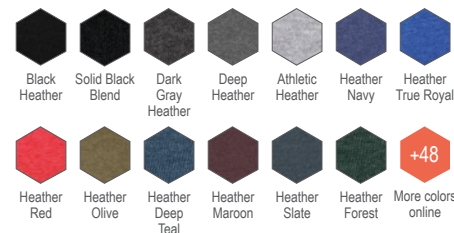
Sizes: XS-4XL Also Available: Ladies' (6610),
 Youth (3312), Youth Princess (3712)



BELLA+CANVAS

3001CVC primeplus **Call for Pricing**
UNISEX BLENDED HEATHER CVC T-SHIRT

Sizes: XS-5XL Also Available: Jersey (3001C),
 Made in the USA Jersey (3001U)



SHORT-SLEEVE BLEND

Super-soft combed ringspun cotton is combined with easy-care polyester to create a t-shirt that is the perfect mix. Wash-after-wash, the blend resists shrinking and holds color well for long-lasting wear.



6200 primeplus Call for Pricing
UNISEX BLENDED T-SHIRT

Sizes: XS-3XL

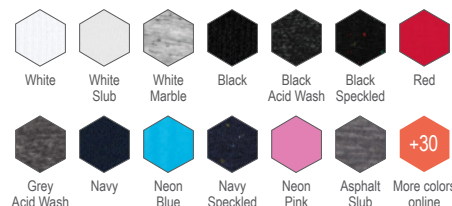


BELLA+CANVAS.

3650 primeplus
UNISEX BLENDED T-SHIRT

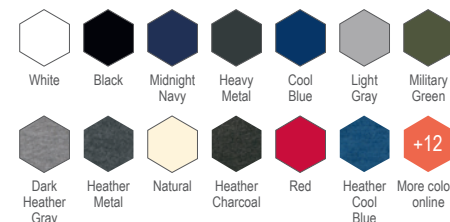
\$10.18

Sizes: XS-2XL
**Black Mineral Wash is all cotton*



6410 prime Call for Pricing
MEN'S BLENDED SUEDED T-SHIRT

Sizes: XS-3XL Also Available: Men's V-Neck (6440), Ladies' V-Neck (N6480), Full-Zip Hoody (6491), Long-Sleeve (6411)



N1510 primeplus Call for Pricing
LADIES' BLENDED IDEAL T-SHIRT

Sizes: XS-3XL Also Available: Ideal Flow (N1530), Ideal Dolman (1560), Ideal Racerback Tank (N1533), Ideal V-Neck (N1540)



See our complete line at essential-fashion.com

SHORT-SLEEVE TRIBLEND

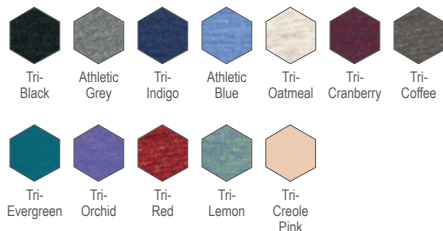
Lightweight Triblend® are a brilliant combination of cotton, polyester and rayon – for a luxuriously soft feel, a hint of stretch, and the perfect drape. They're designed to stay incredibly comfortable and always on-trend.



American Apparel®

TR301W **\$11.34**
LADIES' TRIBLEND TRACK T-SHIRT

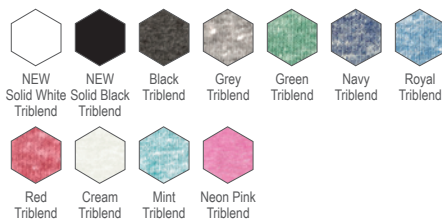
Sizes: S-2XL Also Available: Men's (TR401W)



THREADFAST APPAREL

202A **Call for Pricing**
LADIES' TRIBLEND T-SHIRT

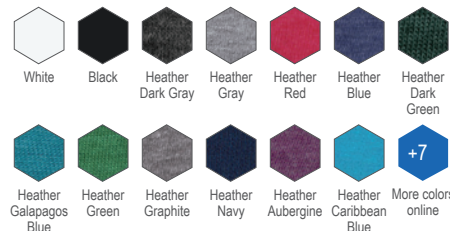
Sizes: S-2XL Also Available: Men's (102A), Tank (102C), Youth (602A), Men's Triblend Fleck (103A)



ANVIL®

6750 **primeplus** **Call for Pricing**
ADULT TRIBLEND T-SHIRT

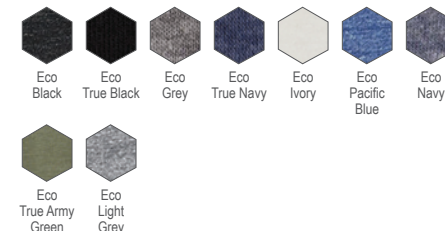
Sizes: XS-3XL Also Available: Ladies' (6750L), Youth (6750B), Ladies' V-Neck (6750VL)



ALTERNATIVE

AA1973 **\$16.54**
MEN'S TRIBLEND ECO-JERSEY
T-SHIRT

Sizes: XS-3XL





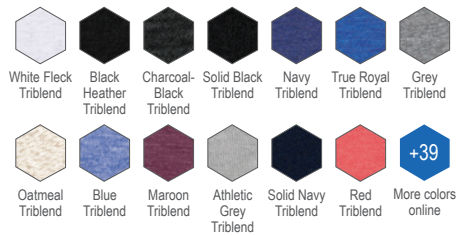
BELLA+CANVAS

3413C primeplus
UNISEX TRIBLEND T-SHIRT

\$10.18

Sizes: XS-4XL

Also Available: Ladies' (B8413),
Youth (3413Y)



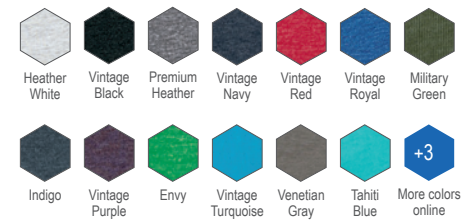
NL NEXT LEVEL
APPAREL

6010 primeplus
MEN'S TRIBLEND T-SHIRT

\$10.06

Sizes: XS-3XL

Also Available: Ladies' (6710),
Ladies' Dolman (6760), Youth (N6310)



See our complete line at **essential-fashion.com**



NL | NEXT LEVEL
APPAREL

N1533 primeplus Call for Pricing
**LADIES' BLENDED IDEAL
RACERBACK TANK**

Sizes: XS-2XL

Also Available:
Colorblock Racerback (1534),
Gathered Racerback (6338)



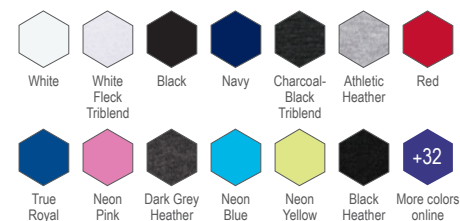
BELLA+CANVAS

3480 primeplus Call for Pricing
UNISEX COTTON JERSEY TANK

Sizes: XS-2XL

Also Available: Ladies' (6488),
Ladies' Racerback (B6008)

*Ash, Heathers and Neons are blends.
Triblend colors are named as Triblend.



TANKS

Nothing says summer like a laid-back tank. In soft, lightweight fabrics perfect for hot weather, so you always look fashionably chill. In a great assortment of bold and neutral shades, it's an easy wardrobe option.



6733 **primeplus** LADIES' TRIBLEND RACERBACK TANK

Call for Pricing

Sizes: XS-2XL

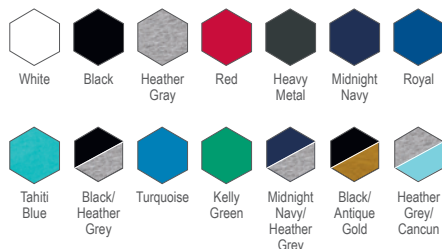


3633 **primeplus** MEN'S COTTON TANK

Call for Pricing

Sizes: XS-2XL

Also Available: Ladies' (6633)

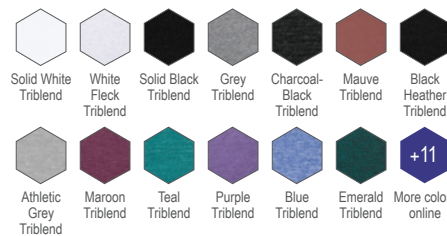


BELLA+CANVAS

8430 **prime** LADIES' TRIBLEND RACERBACK TANK

Call for Pricing

Sizes: XS-2XL



3533 **prime** LADIES' BLENDED SPANDEX JERSEY TANK

Call for Pricing

Sizes: XS-2XL



See our complete line at essential-fashion.com

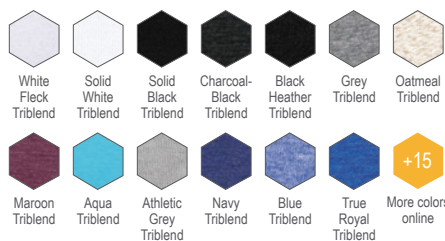
V-NECK

In super-soft ringspun cotton that feels great against your skin, our must-have V-necks are available in a variety of fashion-forward fits and colors for a stylish vibe.



BELLA+CANVAS
3415C **primeplus** **\$10.78**
UNISEX TRIBLEND V-NECK T-SHIRT

Sizes: XS-2XL Also Available:
Ladies' Deep V-Neck (8435)



BELLA+CANVAS
6405 **prime** **\$10.18**
LADIES' RELAXED COTTON JERSEY
V-NECK T-SHIRT

Sizes: S-2XL



ANVIL
982 **primeplus** **Call for Pricing**
ADULT LIGHTWEIGHT COTTON
V-NECK T-SHIRT

Sizes: S-3XL Also Available: Ladies' (88VL),
Ladies' Triblend V-Neck (6750VL)
**Heather colors are blends*



NL NEXT LEVEL APPAREL
6640 **prime** **Call for Pricing**
LADIES' BLENDED CVC
DEEP V-NECK T-SHIRT

Sizes: S-2XL Also Available: Mens' (6240)





BELLA+CANVAS.

3005 **primeplus** Call for Pricing
UNISEX RINGSPUN COTTON JERSEY
V-NECK T-SHIRT

Sizes: XS-3XL Also Available: Ladies' (B6005),
Ladies Deep V-Neck (B6035), Youth (3005Y),
Ladies' Colorblock Racerback (1534),
Ladies' Gathered Racerback (6338)

**Heather, Marble and Neon colors are blends.
Slub colors are triblends.*



White White Marble Black Black Heather Dark Grey Heather Deep Heather Athletic Heather



Navy Maroon True Royal Heather Navy Neon Pink Red More colors online



NL NEXT LEVEL APPAREL

N1540 **primeplus** Call for Pricing
LADIES' BLENDED IDEAL V-NECK
T-SHIRT

Sizes: XS-3XL Also Available: Jersey Tank (6488)



White Black Heather Grey Red Midnight Navy Dark Grey Royal



Hot Pink Tahiti Blue Kelly Green Purple Rush Raspberry Lilac +12 More colors online



See our complete line at essential-fashion.com



BELLA+CANVAS

3501 **primeplus**
UNISEX COTTON JERSEY
LONG-SLEEVE T-SHIRT

\$11.38

Sizes: XS-3XL Also Available: Hoodie (3512),
Ladies' (B6500), Henley (3150),
V-Neck (3425),
Ladies' Relaxed (B6450)

**Ash and Heather colors are blends.
Triblend colors are named as Triblend.*

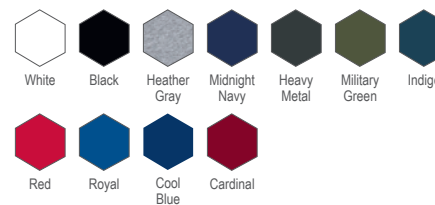


**NL | NEXT LEVEL
APPAREL**

N3601 **primeplus**
MEN'S COTTON LONG-SLEEVE
T-SHIRT

\$10.66

Sizes: S-2XL



LONG-SLEEVE

In soft fabrics designed for easy wear and care, our long-sleeve hoodies and crewnecks ensure comfort, day in and day out. On their own or layered together, they're timeless faves.



N6021 primeplus \$18.50
UNISEX TRIBLEND LONG-SLEEVE
HOODIE T-SHIRT

Sizes: XS-2XL

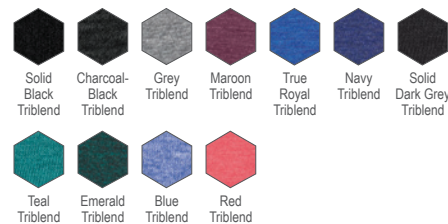
Also Available: Men's (6071),
Ladies' (6731)



BELLA+CANVAS.

3939 primeplus \$27.38
UNISEX TRIBLEND LIGHTWEIGHT
FULL-ZIP HOODIE T-SHIRT

Sizes: XS-2XL



ANVIL

887L primeplus \$16.38
LADIES' LIGHTWEIGHT COTTON
LONG-SLEEVE HOODED T-SHIRT

Sizes: S-2XL Also Available: Men's Hooded (987AN),
Long-Sleeve Crew (949)

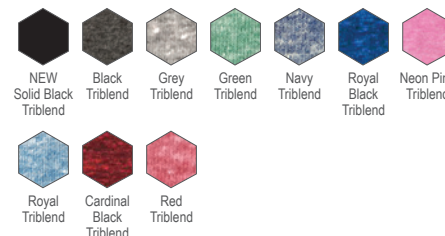
*Heather and Neon colors are blends



THREADFAST APPAREL

302Z primeplus \$19.90
UNISEX TRIBLEND LIGHTWEIGHT
FULL-ZIP HOODIE T-SHIRT

Sizes: XS-2XL



See our complete line at essential-fashion.com

3/4-SLEEVE

For casual flair, our 3/4-sleeve baseball-style t-shirts are always a hit. In great colorways with raglan sleeves that provide more room to move, they're a smart choice for active lifestyles.



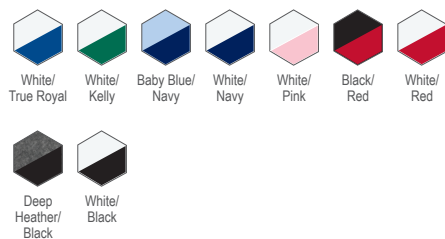
BELLA + CANVAS

B2000
LADIES' RINGSPUN COTTON
BABY RIB 3/4-SLEEVE T-SHIRT

\$12.18

Sizes: S-2XL

*Heather colors are blends



American Apparel

BB453W
UNISEX BLENDED 3/4-SLEEVE
RAGLAN T-SHIRT

\$11.88

Sizes: XS-2XL



ANVIL

6755 prime
ADULT TRIBLEND 3/4-SLEEVE
RAGLAN T-SHIRT

\$11.72

Sizes: XS-2XL

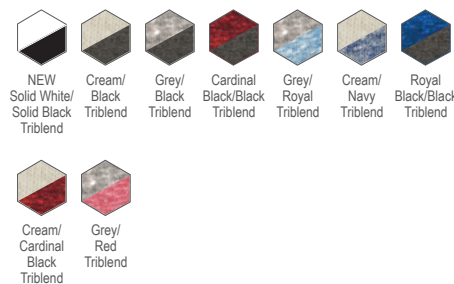


THREADFAST APPAREL

302G
UNISEX TRIBLEND 3/4-SLEEVE
RAGLAN T-SHIRT

\$11.50

Sizes: XS-3XL





6051 **primeplus** \$11.90
 UNISEX TRIBLEND 3/4-SLEEVE
 RAGLAN T-SHIRT

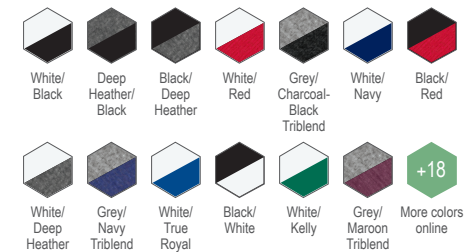
Sizes: XS-3XL Also Available: Youth (3352)



BELLA+CANVAS.

3200 **primeplus** \$11.18
 UNISEX BLENDED 3/4-SLEEVE
 BASEBALL T-SHIRT

Sizes: XS-2XL Also Available: Youth (3200Y)
 *Colors that are triblends are named as such



See our complete line at essential-fashion.com

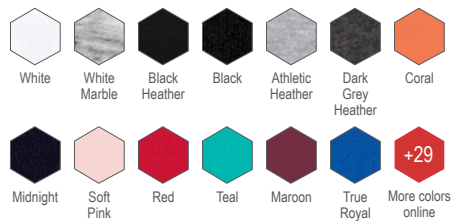


BELLA+CANVAS

B8800 **primeplus**
LADIES' BLENDED FLOW/Y
RACERBACK TANK

\$11.98

Sizes: XS-2XL Also Available: Slouchy Tank (8838),
Side Slit Tank (B8802),
High Neck Tank (8809)

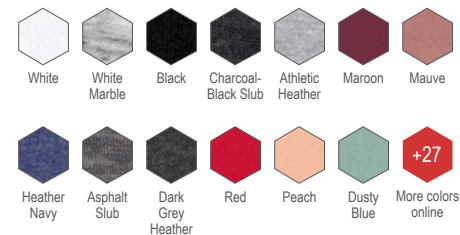


BELLA+CANVAS

B8803 **primeplus**
LADIES' BLENDED FLOW/Y
SCOOP MUSCLE TANK

\$12.18

Sizes: S-2XL
**Slub colors are triblend*



SOFT & DRAPEY

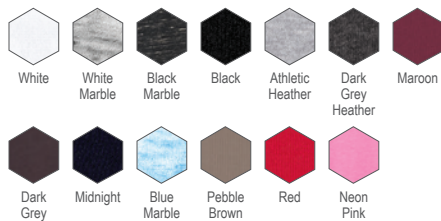
With a relaxed fit and flowy fabric, our soft & drapey shirts have the edgy details and cuts you crave. Simply casual or easy to dress up anytime, be sure to pack a few for your next festival, resort vacation or wherever you're headed.



BELLA+CANVAS

8850 **prime** \$16.98
LADIES' BLENDED FLOWY
LONG-SLEEVE OFF SHOULDER
T-SHIRT

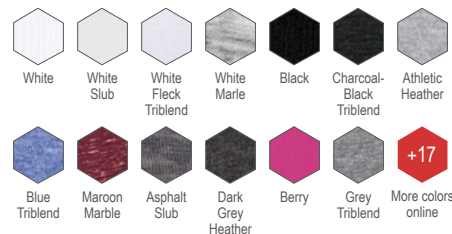
Sizes: XS-2XL Also Available: Long-Sleeve (8852)



BELLA+CANVAS

8816 **prime** \$12.18
LADIES' BLENDED SLOUCHY
T-SHIRT

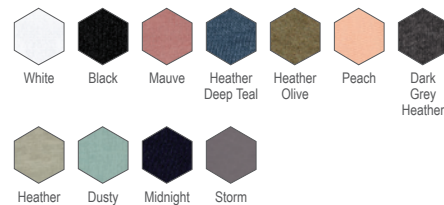
Sizes: S-3XL Also Available: V-Neck (8815)
**Triblend, Speckled and Slub colors are triblends*



BELLA+CANVAS

8804 \$12.18
LADIES' BLENDED FLOWY
MUSCLE T-SHIRT WITH
ROLLED CUFF

Sizes: S-2XL



NEXT LEVEL APPAREL

5030 Call for Pricing
LADIES' BLENDED HEATHER
FESTIVAL SCOOP-NECK T-SHIRT

Sizes: XS-2XL Also Available: Unisex (6200),
Sleeveless V-Neck (N5040),
Crop T-Shirt (N5080),
Muscle Tank (5013), Tank (5033)



See our complete line at essential-fashion.com

USA MADE

The USA MADE label is your guarantee of quality. Our short sleeve t-shirts are constructed of soft, combed cotton and cotton blends for unparalleled fit and comfort. These easy-care t-shirts are made for long-lasting wear.

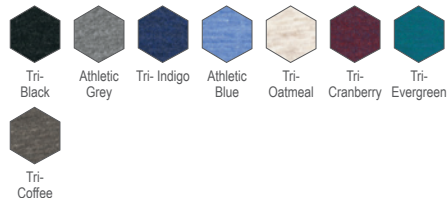


American Apparel®

TR401 **primeplus** \$15.84
UNISEX TRIBLEND TRACK T-SHIRT

Sizes: XS-2XL

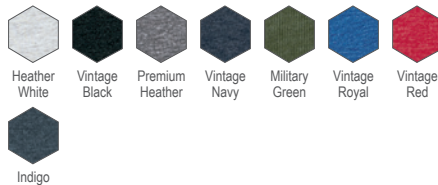
*Tri-Oatmeal color is a blend



NL NEXT LEVEL APPAREL

6010A \$13.32
MEN'S TRIBLEND T-SHIRT

Sizes: XS-3XL



American Apparel®

BB401 **prime** \$12.74
UNISEX BLENDED T-SHIRT

Sizes: XS-2XL

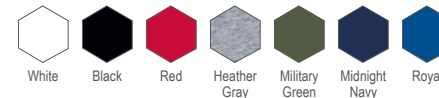


NL NEXT LEVEL APPAREL

3600A **prime** \$10.24
MEN'S RINGSPUN COTTON T-SHIRT

Sizes: XS-3XL

Also Available: Ladies' (3900A)





American Apparel®

2001 **primeplus** \$11.82
 UNISEX RINGSPUN COTTON FINE
 JERSEY T-SHIRT

Sizes: XS-3XL Also Available: Ladies' (2102),
 Youth (2201), Long-Sleeve (2007),
 V-Neck (2456), Tank (2408)



BELLA+CANVAS

3001U **primeplus** Call for Pricing
 UNISEX RINGSPUN COTTON
 JERSEY T-SHIRT

Sizes: XS-3XL
 *Heather colors are blends



See our complete line at essential-fashion.com



THREADFAST APPAREL

100A **Call for Pricing**
**UNISEX COTTON/RECYCLED
 POLYESTER T-SHIRT**

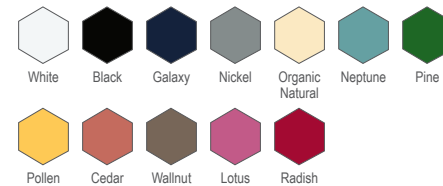
Sizes: XS-4XL Also Available: Long-Sleeve (100LS),
 Ladies' (200RV)



American Apparel®

232150W **\$11.02**
**LADIES' ORGANIC COTTON
 FINE JERSEY CLASSIC T-SHIRT**

Sizes: S-2XL Also Available: Men's (2001ORW)



SUSTAINABLE

Our eco-friendly styles are made from ethically-sourced organic cottons and recycled fibers. They also support responsible fabric production by using less energy and water.



econscious 

EC1085 **\$29.28**
UNISEX ORGANIC COTTON BLEND
ECO JERSEY HOODIE T-SHIRT

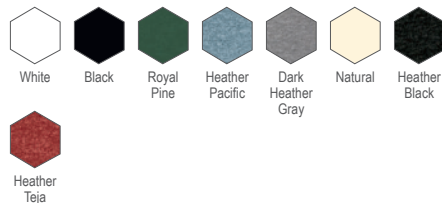
Sizes: XS-2XL Also Available: Short-Sleeve (EC1080),
Ladies' (EC3800)



NL | **NEXT LEVEL**
APPAREL

4600 **\$10.72**
UNISEX BLENDED RECYCLED
FIBER T-SHIRT

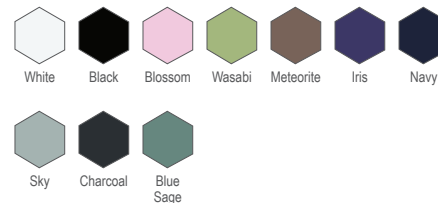
Sizes: XS-3XL



econscious 

EC3000 prime **\$11.90**
LADIES' ORGANIC COTTON
CLASSIC T-SHIRT

Sizes: S-3XL Also Available: Men's (EC1075),
Ladies' Long-Sleeve (EC3500),
Ladies' V-Neck (EC3052)



NL | **NEXT LEVEL**
APPAREL

4210 **Call for Pricing**
UNISEX BLENDED RECYCLED FIBER
ECO PERFORMANCE T-SHIRT

Sizes: XS-3XL



See our complete line at **essential-fashion.com**

PULLOVER FLEECE

When there's a chill in the air, reach for our laid-back fleece styles. From our classic crews to updated hoodies, they have the on-trend details you want. These are the cozy looks you'll love to wear.



ALTERNATIVE.

AA9575 **\$30.62**
UNISEX TRIBLEND CHAMP
ECO-FLEECE SWEATSHIRT

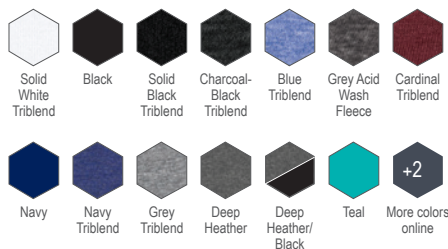
Sizes: XS-3XL Also Available: Hoodie (09595F2)



BELLA+CANVAS.

7501 prime **\$27.18**
LADIES' TRIBLEND SPONGE
FLEECE WIDE NECK SWEATSHIRT

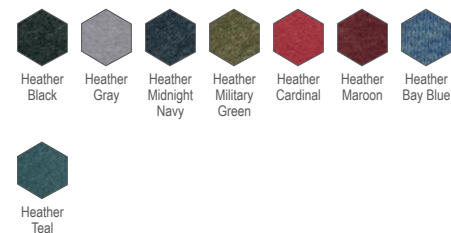
Sizes: S-2XL
**Colors not listed as Triblend are blends*



NEXT LEVEL APPAREL.

9300 primeplus **\$26.88**
ADULT BLENDED PCH PULLOVER
HOODIE

Sizes: XS-3XL



NEXT LEVEL APPAREL.

9301 primeplus **\$24.92**
UNISEX BLENDED FRENCH TERRY
PULLOVER HOODIE

Sizes: XS-3XL Also Available: French Terry Crew (N9000)





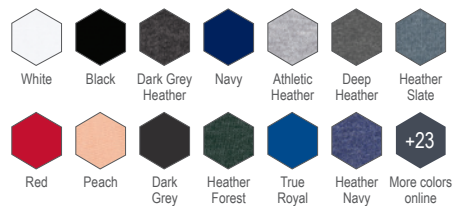
BELLA+CANVAS

3719 **primeplus**

\$27.38

UNISEX BLENDED SPONGE FLEECE
PULLOVER HOODIE

Sizes: XS-3XL Also Available: Sweatshirt (3901),
Ladies' Crop Hood (B7502), Crew (3945),
Pullover Hood (3729), Ladies' Crop Crew (B7503)

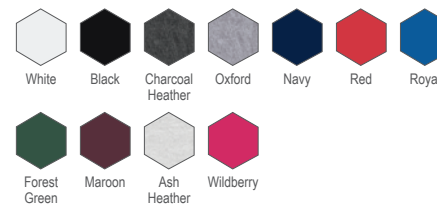


JA8830 **primeplus**

\$34.54

ADULT BLENDED SPORT LACE
HOODIE

Sizes: XXS-3XL Also Available: Rollover Hood (JA8824),
Colorblock Heather (JA8885)



See our complete line at **essential-fashion.com**



BELLA+CANVAS.

3739 **primeplus**

\$29.38

UNISEX BLENDED SPONGE FLEECE
FULL-ZIP HOODIE

Sizes: XS-3XL



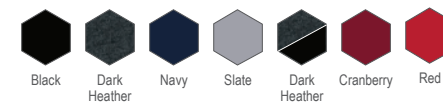
American Apparel

F497W **primeplus**

\$30.24

UNISEX BLENDED FLEX FLEECE
FULL-ZIP HOODIE

Sizes: XXS-3XL



FULL-ZIP FLEECE

Get into the comfort zone with our soft hooded fleece. Made of easy-care cotton blends, they're the perfect combination of lightweight warmth and full-zip convenience.

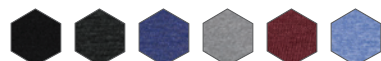


BELLA+CANVAS

3909 primeplus
UNISEX TRIBLEND SPONGE
FLEECE FULL-ZIP HOODIE

\$45.22

Sizes: XS-2XL



Solid Black Triblend Charcoal-Black Triblend Navy Triblend Grey Triblend Cardinal Triblend Blue Triblend



ALTERNATIVE

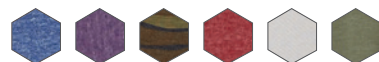
AA9590 primeplus
MEN'S TRIBLEND ROCKY
ECO-FLEECE FULL-ZIP HOODIE

\$43.12

Sizes: XS-3XL



Eco White Eco Black Eco True Black Eco Grey Eco True Navy Eco True Red Eco True Dusty Pine



Eco True Pacific Blue Eco True Deep Purple Camo Eco True Currant Eco Light Grey Eco True Army Green

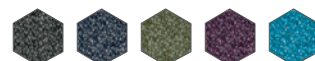


NL NEXT LEVEL APPAREL

9600
UNISEX BLENDED DENIM FLEECE
FULL-ZIP HOODIE

\$41.22

Sizes: XS-3XL Also Available: French Terry (9601)



Black Navy Military Green Plum Turquoise



J-AMERICA

JA8872 prime
ADULT TRIBLEND FULL-ZIP
FLEECE HOOD

\$27.86

Sizes: XS-3XL



Black Triblend Solid Black Triblend Royal Triblend Navy Triblend Smoke Triblend Grey Triblend



See our complete line at essential-fashion.com 27



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