



# ESSENTIAL FASHION

2020

[essential-fashion.com](http://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](https://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](http://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



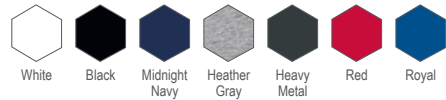




**3600 primeplus** Call for Pricing  
**MEN'S RINGSPUN COTTON FINE JERSEY T-SHIRT**

Sizes: XS-4XL Also Available: Ladies' (N3900), Youth (3310), Girls' (N3710), Pocket (3605), Ringer (3604)

*\*Heather colors are blends*

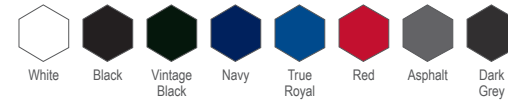


**BELLA+CANVAS**

**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*

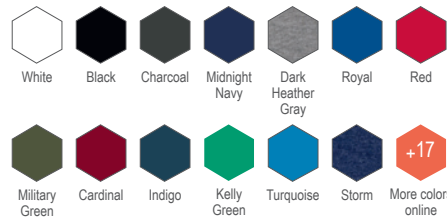






**N6210 primeplus** Call for Pricing  
**MEN'S BLENDED CVC T-SHIRT**

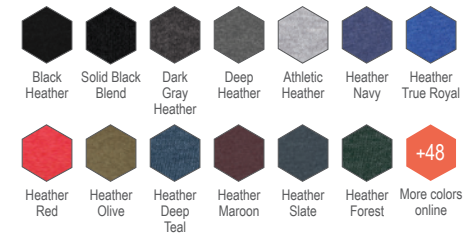
Sizes: XS-4XL Also Available: Ladies' (6610), Youth (3312), Youth Princess (3712)



**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)





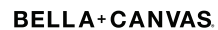
# SHORT-SLEEVE BLEND

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.



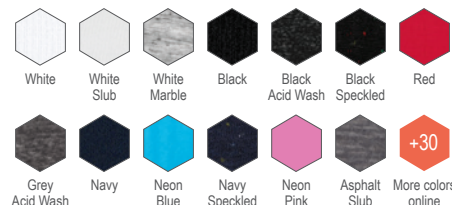
6200 **primeplus** Call for Pricing  
UNISEX BLENDED T-SHIRT

Sizes: XS-3XL



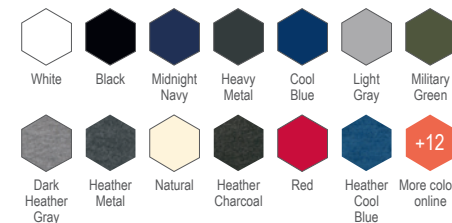
3650 **primeplus** \$10.18  
UNISEX BLENDED T-SHIRT

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



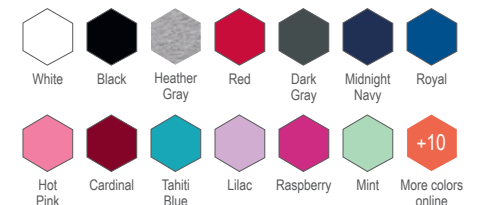
6410 **prime** Call for Pricing  
MEN'S BLENDED SUEDED T-SHIRT

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](http://essential-fashion.com)



# SHORT-SLEEVE TRIBLEND

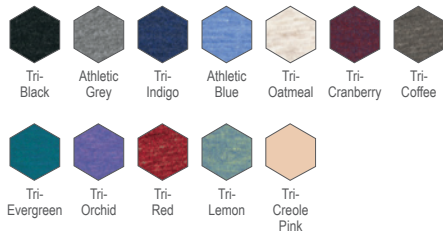
Lightweight Triblend® are a brilliant combination of cotton, polyester and rayon – for a luxuriously soft feel, a hint of stretch, and the perfect drape. They're designed to stay incredibly comfortable and always on-trend.



## American Apparel®

TR301W \$11.34  
LADIES' TRIBLEND TRACK T-SHIRT

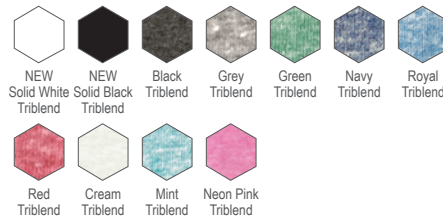
Sizes: S-2XL Also Available: Men's (TR401W)



## THREADFAST APPAREL

202A Call for Pricing  
LADIES' TRIBLEND T-SHIRT

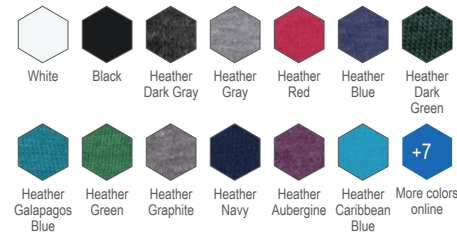
Sizes: S-2XL Also Available: Men's (102A), Tank (102C), Youth (602A), Men's Triblend Fleck (103A)



## ANVIL®

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

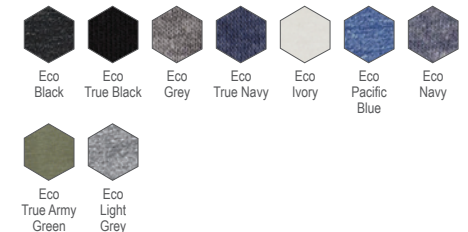
Sizes: XS-3XL Also Available: Ladies' (6750L), Youth (6750B), Ladies' V-Neck (6750VL)



## ALTERNATIVE

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

Sizes: XS-3XL



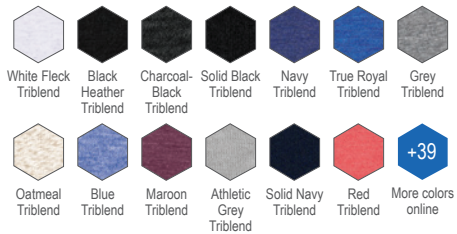




**BELLA+CANVAS**

**3413C primeplus** \$10.18  
**UNISEX TRIBLEND T-SHIRT**

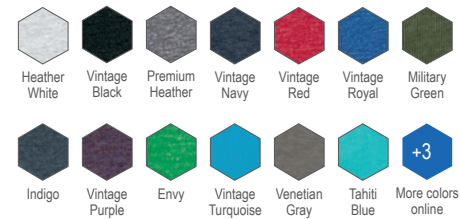
Sizes: XS-4XL Also Available: Ladies' (B8413), Youth (3413Y)



**NL NEXT LEVEL APPAREL**

**6010 primeplus** \$10.06  
**MEN'S TRIBLEND T-SHIRT**

Sizes: XS-3XL Also Available: Ladies' (6710), Ladies' Dolman (6760), Youth (N6310)







**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)



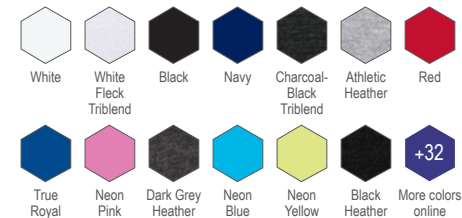
**BELLA+CANVAS**

**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.



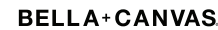
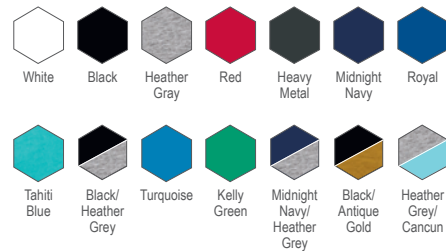
**6733 primeplus** Call for Pricing  
LADIES' TRIBLEND RACERBACK TANK

Sizes: XS-2XL



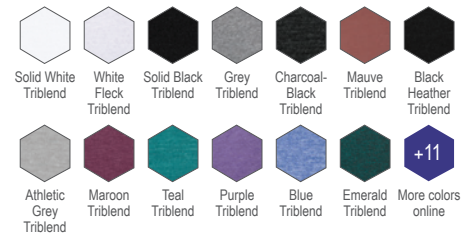
**3633 primeplus** Call for Pricing  
MEN'S COTTON TANK

Sizes: XS-2XL Also Available: Ladies' (6633)



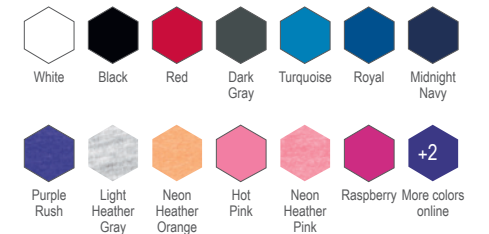
**8430 prime** Call for Pricing  
LADIES' TRIBLEND RACERBACK TANK

Sizes: XS-2XL



**3533 prime** Call for Pricing  
LADIES' BLENDED SPANDEX JERSEY TANK

Sizes: XS-2XL



See our complete line at [essential-fashion.com](http://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.

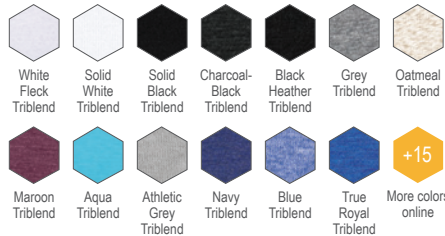


**BELLA+CANVAS**  
3415C **primeplus** UNISEX TRIBLEND V-NECK T-SHIRT

\$10.78

Sizes: XS-2XL

Also Available:  
Ladies' Deep V-Neck (8435)



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

\$10.18

Sizes: S-2XL



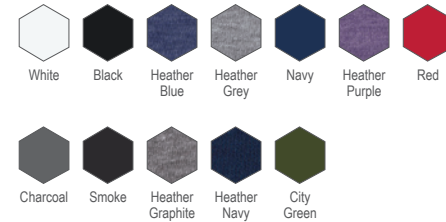
**ANVIL**  
982 **primeplus** ADULT LIGHTWEIGHT COTTON V-NECK T-SHIRT

Call for Pricing

Sizes: S-3XL

Also Available: Ladies' (88VL),  
Ladies' Triblend V-Neck (6750VL)

\*Heather colors are blends

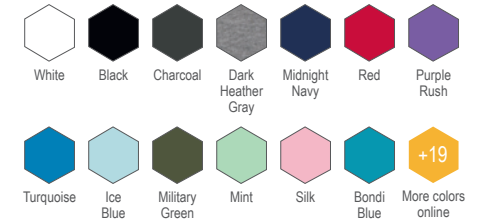


**NL NEXT LEVEL APPAREL**  
6640 **prime** LADIES' BLENDED CVC DEEP V-NECK T-SHIRT

Call for Pricing

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.*



**NL NEXT LEVEL APPAREL.**

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

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



See our complete line at [essential-fashion.com](http://essential-fashion.com)



**BELLA+CANVAS**  
**3501 primeplus** \$11.38  
 UNISEX COTTON JERSEY  
 LONG-SLEEVE T-SHIRT

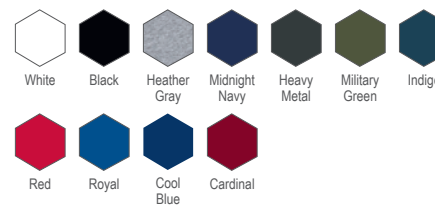
Sizes: XS-3XL Also Available: Hoodie (3512),  
 Ladies' (B6500), Henley (3150),  
 V-Neck (3425),  
 Ladies' Relaxed (B6450)

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



**NL | NEXT LEVEL**  
**APPAREL**  
**N3601 primeplus** \$10.66  
 MEN'S COTTON LONG-SLEEVE  
 T-SHIRT

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.



**NL** NEXT LEVEL APPAREL

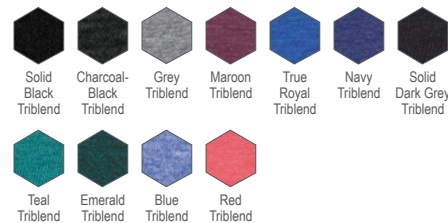
**N6021 primeplus** \$18.50  
UNISEX TRIBLEND LONG-SLEEVE HOODIE T-SHIRT

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

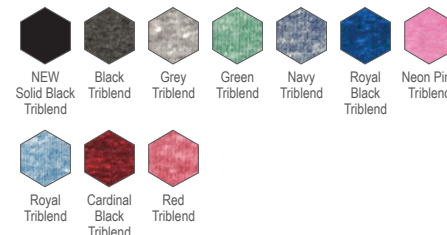
Sizes: S-2XL Also Available: Men's Hooded (987AN), Long-Sleeve Crew (949)

\*Heather and Neon colors are blends



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

Sizes: XS-2XL



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# 3/4-SLEEVE

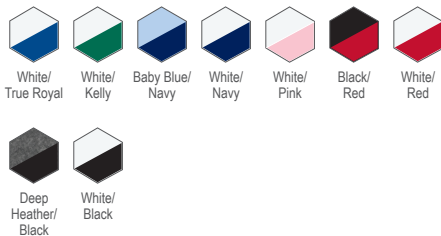
For casual flair, our 3/4-sleeve baseball-style t-shirts are always a hit. In great colorways with raglan sleeves that provide more room to move, they're a smart choice for active lifestyles.



## BELLA + CANVAS

**B2000** \$12.18  
LADIES' RINGSPUN COTTON  
BABY RIB 3/4-SLEEVE T-SHIRT

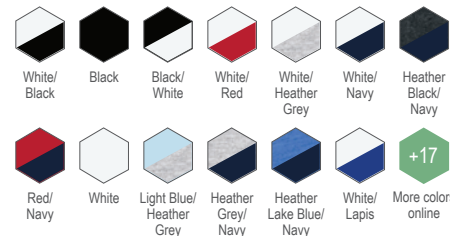
Sizes: S-2XL  
\*Heather colors are blends



## American Apparel

**BB453W** \$11.88  
UNISEX BLENDED 3/4-SLEEVE  
RAGLAN T-SHIRT

Sizes: XS-2XL



## ANVIL

**6755 prime** \$11.72  
ADULT TRIBLEND 3/4-SLEEVE  
RAGLAN T-SHIRT

Sizes: XS-2XL



## THREADFAST APPAREL

**302G** \$11.50  
UNISEX TRIBLEND 3/4-SLEEVE  
RAGLAN T-SHIRT

Sizes: XS-3XL

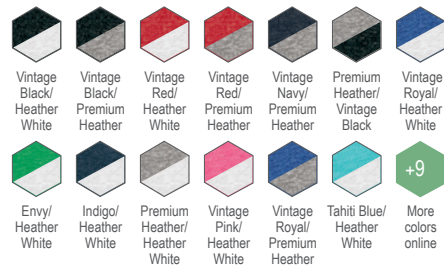






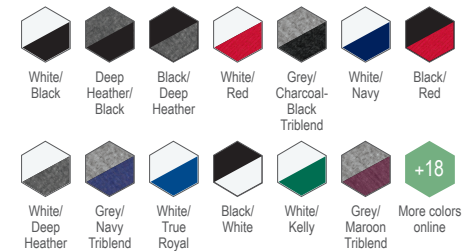
6051 **primeplus** \$11.90  
 UNISEX TRIBLEND 3/4-SLEEVE  
 RAGLAN T-SHIRT

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



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



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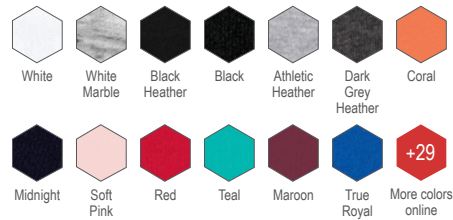




**BELLA+CANVAS**

**B8800 primeplus** \$11.98  
**LADIES' BLENDED FLOWY  
 RACERBACK TANK**

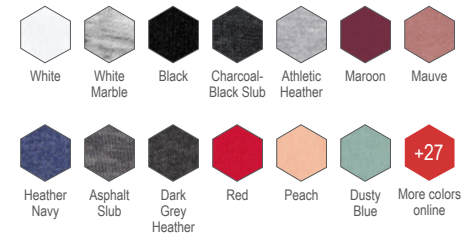
Sizes: XS-2XL Also Available: Slouchy Tank (8838),  
 Side Slit Tank (B8802),  
 High Neck Tank (8809)



**BELLA+CANVAS**

**B8803 primeplus** \$12.18  
**LADIES' BLENDED FLOWY  
 SCOOP MUSCLE TANK**

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





# SOFT & DRAPEY

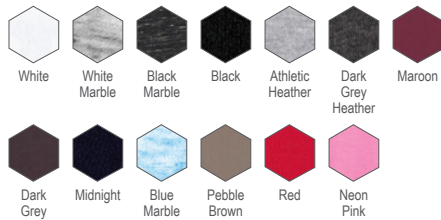
With a relaxed fit and flowy fabric, our soft & drapey shirts have the edgy details and cuts you crave. Simply casual or easy to dress up anytime, be sure to pack a few for your next festival, resort vacation or wherever you're headed.



## BELLA+CANVAS

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

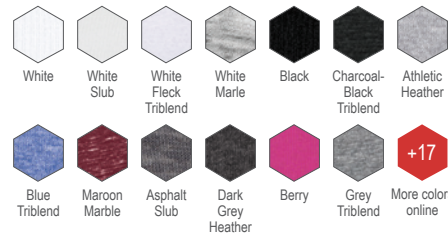
Sizes: XS-2XL Also Available: Long-Sleeve (8852)



## BELLA+CANVAS

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

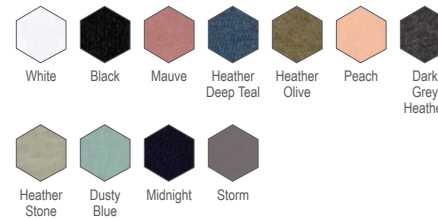
Sizes: S-3XL Also Available: V-Neck (8815)  
*\*Triblend, Speckled and Slub colors are triblends*



## BELLA+CANVAS

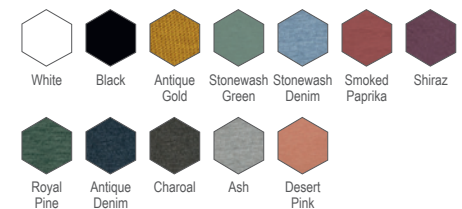
8804 \$12.18  
LADIES' BLENDED FLOWY  
MUSCLE T-SHIRT WITH  
ROLLED CUFF

Sizes: S-2XL



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)



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# USA MADE

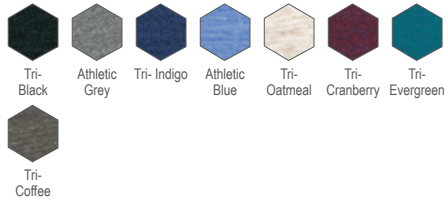
The USA MADE label is your guarantee of quality. Our short sleeve t-shirts are constructed of soft, combed cotton and cotton blends for unparalleled fit and comfort. These easy-care t-shirts are made for long-lasting wear.



## American Apparel®

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

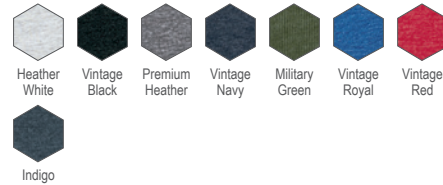
Sizes: XS-2XL  
*\*Tri-Oatmeal color is a blend*



## NL NEXT LEVEL APPAREL

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

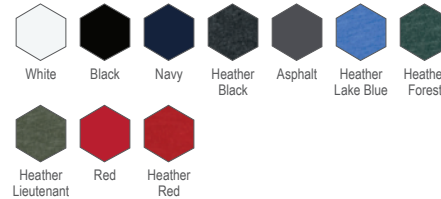
Sizes: XS-3XL



## 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





**THREADFAST APPAREL**

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

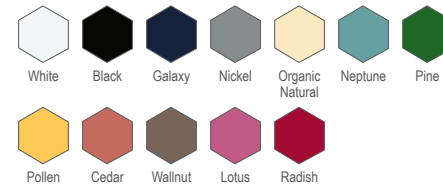
Sizes: XS-4XL Also Available: Long-Sleeve (100LS),  
 Ladies' (200RV)



**American Apparel®**

**23215OW** \$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**

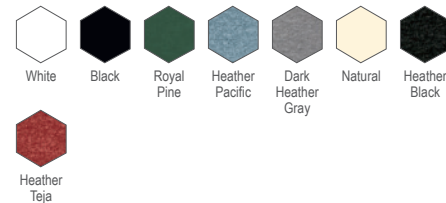
Sizes: XS-2XL Also Available: Short-Sleeve (EC1080),  
 Ladies' (EC3800)



**NL** **NEXT LEVEL**  
 APPAREL

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

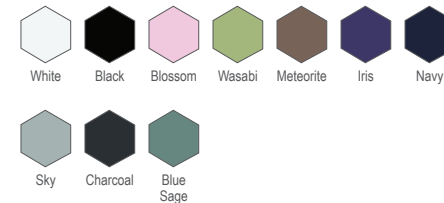
Sizes: XS-3XL



**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](http://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

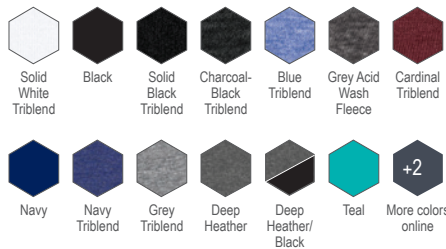
Sizes: XS-3XL Also Available: Hoodie (09595F2)



**BELLA+CANVAS.**

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

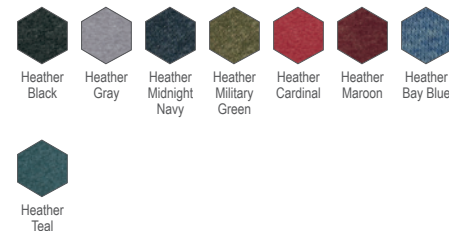
Sizes: S-2XL  
*\*Colors not listed as Triblend are blends*



**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)







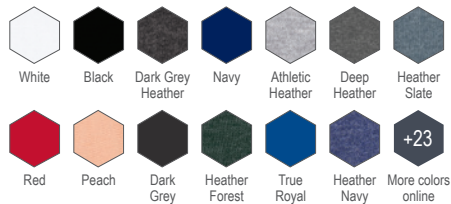
**BELLA+CANVAS**

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)

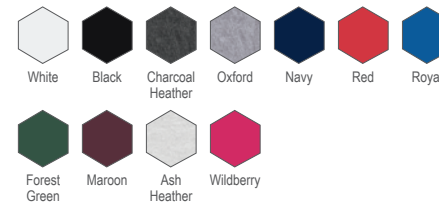


JA8830 **primeplus**

\$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](http://essential-fashion.com)

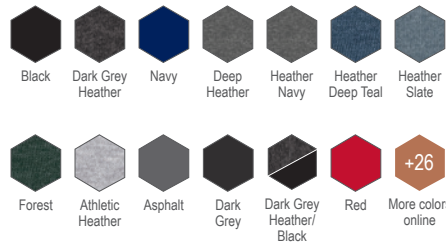




**BELLA+CANVAS.**

3739 **primeplus** \$29.38  
 UNISEX BLENDED SPONGE FLEECE  
 FULL-ZIP HOODIE

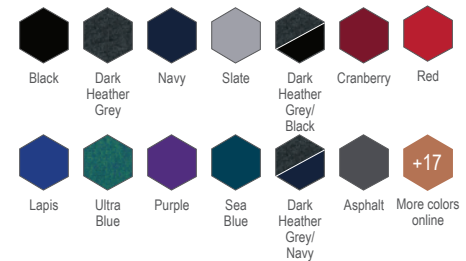
Sizes: XS-3XL



**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.

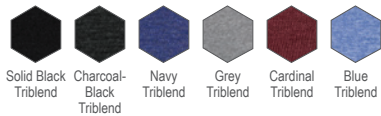


**BELLA+CANVAS**

3909 **primeplus**  
UNISEX TRIBLEND SPONGE  
FLEECE FULL-ZIP HOODIE

\$45.22

Sizes: XS-2XL



**ALTERNATIVE**

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

\$43.12

Sizes: XS-3XL

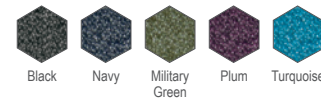


**NL NEXT LEVEL APPAREL**

9600  
UNISEX BLENDED DENIM FLEECE  
FULL-ZIP HOODIE

\$41.22

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

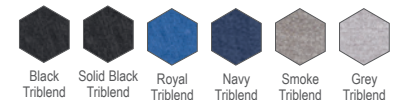


**J-AMERICA**

JA8872 **prime**  
ADULT TRIBLEND FULL-ZIP  
FLEECE HOOD

\$27.86

Sizes: XS-3XL



See our complete line at [essential-fashion.com](http://essential-fashion.com) 27

 ALTERNATIVE

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