

# QRG

QUALITY-RESOURCE.COM

DESTINATION  
FASHION

*updated for  
Fall 2024*



*effortless style every day*



# FLEECE & TEES WE LOVE

Destination Fashion celebrates the premium styles that deliver elevated fit, feel, colors and sustainability. Come explore the best options from these favorite brands for your next event, employee apparel update or retail refresh.



DT1311

**DISTRICT**



AL4002

**allmade**



NL9300

**NLA** | **NEXT LEVEL APPAREL**



BC7502

**BELLA+CANVAS**

DESTINATION FASHION



DT1105  
Perfect Weight Fleece Cropped Crew

# TODAY'S STYLE HEROES

*insights from our experts*



“It wasn't long ago that 'fleece' and 'fashion' were words you rarely heard together. But our recent prioritizing of comfort, style and ease has upended traditional norms. Fleece styles — hoodies, crews, 1/4-zips and so on — are now hailed as wardrobe heroes for any moment of our day. They're worn confidently in nearly every situation, from a relaxed layer for serious business to a cozy must-have for all kinds of fun activities.”

**Vicki Ostrom**  
Trend Editor



“Versatile styles. Lofty fabrics. Spot-on colors. Innovative approaches to sustainability. Explore the premium fleece styles people reach for first when they want an updated look with effortless styling and comfort.”

**Kara Johnson**  
Senior Merchandiser

# PERFECT WEIGHT®

*5 fleece styles*

“Whenever temps drop, this mid-weight fleece is a perfect layering choice, thanks to its soft feel and nice loft.”

—Kara Johnson Senior Merchandiser

**NEW FOR FALL 2024**

Check out the DT1106 Crew. It redefines loftiness and comfort with its unique 3-end fleece\* fabrication that’s brushed for extra softness.

**FABRIC**

8.26-ounce, 80/20 combed ring spun cotton/polyester fleece; 100% combed ring spun cotton face (content varies for some colors).

**COLORS: UP TO 21 AVAILABLE**



**COMPANION TEES**

start with NEW DT106, DM104L & DM1170L

\*3-end fleece knits together three yarns for enhanced loft and decorating quality.



DT1103



DT1105



DT1101



DT1104



DT1106

**DISTRICT**<sup>®</sup>



DT6104  
V.I.T. Fleece Crew

# V.I.T.<sup>™</sup> *15 fleece styles*

Soft and cozy, this fleece comes in a full palette of colors, plus the 100% cotton face is a favorite for decorators. Add it all up, and V.I.T. Fleece is an unbeatable value for you and your customers.

### FABRIC

8.3-ounce, 65/35 ring spun cotton/polyester, with 100% ring spun cotton face (DT6600 V.I.T. Heavyweight Hoodie: 80/20 combed ring spun cotton/polyester, 100% ring spun cotton face; content varies for some colors).

“The cornerstone fleece style for District, V.I.T. has amazing loft and softness. You’ll love the really clean surface for DTG and other deco techniques. It’s truly an elevated collection.”

—Kara Johnson Senior Merchandiser

### COLORS: UP TO 36 AVAILABLE



### COMPANION TEES

start with DT6000, DT6002, DT6503 & DT6000Y



DT6101



DT6103

**DISTRICT**<sup>®</sup>



DT1312  
Women's Perfect Tri Fleece  
V-Neck Sweatshirt

# PERFECT TRI<sup>®</sup>

*8 fleece styles*



DT1302

“ Perfect Tri is super soft, so comfy. It's must-wear fleece, the one you always feel good in.”

-Kara Johnson Senior Merchandiser

Three carefully chosen yarns blend for an unbelievably soft hoodie at an unbeatable value. You'll find core and fashion silhouettes, plus unique colors. The whole collection feels so right for today, with lots of customer appeal.

**FABRIC**

7-ounce, 54/40/6 polyester/combed ring spun cotton/rayon.

**COLORS: UP TO 15 AVAILABLE**



**COMPANION TEES**

start with DM130, DM135OL, DM130L & DT130Y

**DISTRICT**<sup>®</sup>



DT8100  
Re-Fleece Hoodie

# RE-FLEECE<sup>™</sup>

*6 sustainable fleece styles*

“The sustainable RE Collection has great styles, affordable price points and a beautiful origin story.”

—Kara Johnson Senior Merchandiser

District Re-Fleece breathes new life into reclaimed materials, using 100% fully recycled fabric that's never re-dyed. It's the total package for anyone wanting fleece that's comfy, easy to wear and nicely priced. Compare and you'll find Re-Fleece a standout among all options — sustainable or traditional.

#### FABRIC

8.1-ounce, 60% recycled cotton/40% recycled polyester. Content varies for some colors.

#### COLORS: UP TO 7 AVAILABLE



#### COMPANION TEES

start with DT8000, DT8001 & DT8000Y



DT8101



DT8104

**DISTRICT<sup>®</sup>**



DT7800  
Cloud Fleece Hoodie



DT7804

# CLOUD FLEECE

*new for Fall 2024 • 2 styles*

“With its incredible softness and casual ease, this wondrously lofty fleece is destined to become a favorite.”

—Kara Johnson Senior Merchandiser

At the heart of this luxurious hoodie and crew is a unique 3-end fleece\* that redefines loftiness and comfort. In addition, reactive dyeing and garment washing gives Cloud Fleece an unprecedented softness to both its hand feel and colors.

#### FABRIC

9.4-ounce, 80/20 combed ring spun cotton/ polyester 3-end fleece\*, with 100% combed ring spun cotton face.

#### COLORS: UP TO 10 AVAILABLE



\*3-end fleece knits together three yarns for enhanced loft and decorating quality.





# DISTRICT

## DISTRICT WASH™

*2 fleece styles*

Designed with a relaxed vibe, this incredibly soft, comfortable fleece is elevated by a unique vintage-inspired pigment dye for a lived-in look and feel. 10.9-ounce, garment-dyed 80/20 combed ring spun cotton/recycled polyester.

COLORS: UP TO 10 AVAILABLE



COMPANION TEES  
start with DT2101 & DT2103



DT2200

“ With current color and fit trends, a laid-back fleece style is must-have for every closet. District Wash is an amazing choice for that look and feel. Plus, be sure you have options like French Terry or Lightweight, that ideal first layer anytime the temp calls for more than a tee.”

—Kara Johnson Senior Merchandiser

## FEATHERWEIGHT FRENCH TERRY

*6 french terry styles*

Slight chill in the air? Here's a light, comfortable option with a laid-back feel. 4.5-ounce, 70/30 combed ring spun cotton/polyester French terry.

COLORS: UP TO 7 AVAILABLE



DT673

## LIGHTWEIGHT

*4 fleece styles*

An extra soft year-round layer, complete with coverstitch details for wear-anywhere style. 6.5-ounce, 55/45 combed ring spun cotton/polyester.

COLORS: UP TO 8 AVAILABLE



DM392



AL4004  
Organic French  
Terry Crew



AL4000

# ORGANIC FRENCH TERRY

*3 french terry styles*

Certified organic cotton is 100% comfortable and in tune with the growing number of customers wanting sustainable options. Take a look at the full-bodied colors, too.

**FABRIC**

8.3-ounce, 100% organic combed ring spun cotton French terry.

**COLORS: UP TO 6 AVAILABLE**



**COMPANION TEES**

start with AL2100



NL9300  
Unisex Malibu  
Pullover Hoodie



NL9602



NL9303

# SANTA CRUZ +MALIBU *3 fleece styles*

“ These are great quality fleece styles, so soft & relaxed.”

—Kara Johnson Senior Merchandiser

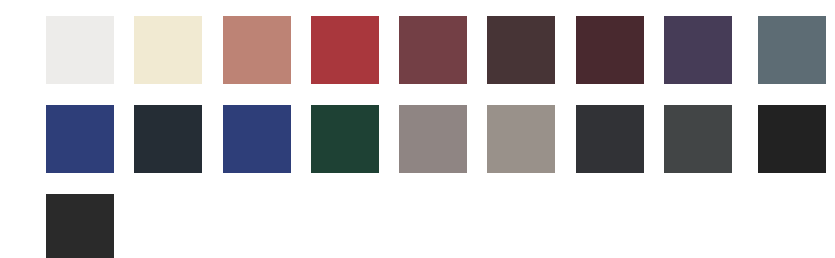
Santa Cruz styles have just the right amount of weight to keep cozy, and the 100% cotton face offers breathability, vivid solid colors and a nice printing surface.

With its easygoing CVC blend, Malibu offers ultimate softness and comfort.

**FABRIC**

Santa Cruz: 7.4-ounce, 80/20 cotton/polyester blend, with a 100% cotton face. Malibu: 7.4-ounce, 60/40 cotton/polyester blend.

**COLORS: UP TO 19 AVAILABLE**



**COMPANION TEES**

start with NL3600, NL3900 & NL6210

BELLA+CANVAS.



BC7502  
Women's Sponge Fleece  
Cropped Hoodie



BC3739

# SPONGE FLEECE

*11 fleece styles*

“Bella+Canvas has beautiful colors in this assortment. These fleece styles are incredibly soft and just so comfortable.”

—Kara Johnson Senior Merchandiser

## NEW FOR FALL 2024

The BC3911 Classic Crewneck Sweatshirt brings an in-demand style to this popular fleece family.

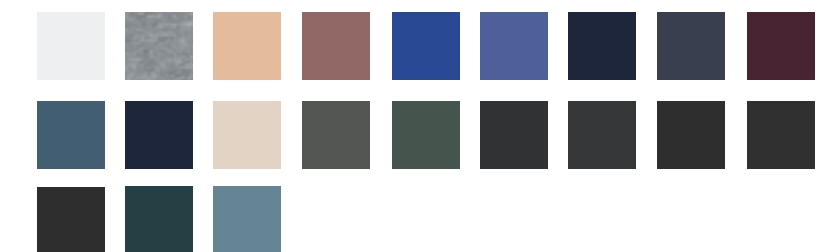
Also, you can complete a Sponge Fleece look top-to-bottom with the new BC3724 Sweatshort or BC3725 Straight Leg Sweatpant.

The right amount of warmth for year-round wear, plus versatile style and rich colors. This mid-weight fabric offers excellent stretch and recovery, plus it's amazingly soft inside.

## FABRIC

8-ounce, 52/48 Airlume combed ring spun cotton/polyester fleece (content varies for some colors, Tri-Blend styles and Youth sizes).

## COLORS: UP TO 21 AVAILABLE



## COMPANION TEES

start with BC3001, BC6400, BC3001CVC & BC6400CVC



# EFFORTLESS STYLE OPTIONS

*the best fleece is ready  
for anything anytime*





# ONE HOODIE FIVE WAYS

**DISTRICT®**

DT6103  
Women's V.I.T.™ Fleece  
Full-Zip Hoodie



BG415

*weekend errands*

Looking good for brunch with friends, then shopping

2

LM2000



*work smart*

Ready for business, but definitely not sacrificing comfort

3

MM7201



*concert tonight*

Hit all the right notes with this look

4



*after hours*

It's your time, so why not go totally relaxed

5

# EASY STYLE FIVE WAYS



**DISTRICT®**

DT1101  
Perfect Weight®  
Fleece Hoodie



*see & be seen*

Head out in style and ease

2



*time to game*

The perfect finisher for a relaxed vibe

3



CT89241804

*cruisin' to campus*

Quick and easy with the right layers and kicks

4



RU550

MM7214

MMB202

*headed to work*

Overachievers that work hard and make it look easy

5

# TRENDING

*it's what's top of mind today*



“The things we’re fascinated by, mulling over and even worrying about are often big influences on what we wear. Here’s a look at six trends born from what’s been on our minds lately and likely will continue to be in the coming months.”

**Vicki Ostrom**  
Trend Editor





*Coming on strong*

1



**IT'S A QUICK ZIP FROM SPORTY TO SMART**

1/2- and 1/4-zip fleece are being tagged as nimble choices for today's tighter budgets, thanks to their versatility as both outerwear and elevated athleisure. Looking for a sporty edge? Zip them to the neck. Getting down to business or going out with friends? Zip down a little or a lot. Flattering with room to layer, these styles effortlessly span three seasons of the year.



2

**THE CREWNECK WORKS FOR ANY WARDROBE, ANY TREND**

This style's a perfect choice for graphics, including branding, licensed designs or thoughtful messaging. The crewneck also opens up options for embroidery and patches. Plus it's a versatile go-to layer, so effortless to dress up or down.

*colorful stories*



**COLORS THAT SPAN GENERATIONS, GENDERS & SEASONS ARE TRENDING**

Heading into 2025, here are several hues to watch for:

- Aquatic Tones: look for greens, turquoise blues and dark blues that conjure water, wellness and wonder.
- Sun-Baked Neutrals: earthen and desert-inspired tones will play well across genders and seasons.
- Free-Spirited Yellows: radiant, uplifting and right for anybody with options ranging from sunshine brights to earth-bound symbols of biodiversity.
- Denim Inspired: blue and blue-tinted hues promise lasting universal appeal across generations and outlooks.
- Tinted Pastels: look for grey-toned, pre-loved and twilight hues.
- All-In with AI: fearless self expression calls for brights, which are now being driven by our fixation with today's biggest digital playground.





4

**An Intriguing Take on Sustainability**  
One viewpoint that's gaining momentum? The most sustainable piece of clothing is the one designed to last across multiple seasons and still have life left for resale. It's another reason to reach for our Destination Fashion tees and fleece — styles that are elevated, versatile and multi-seasonal.

*you be you*

**No More Trends? Or More Than Ever?**

Dive into social media these days, and you see fashion takes all over. People wearing older styles or basics in fresh ways. Storytelling their own looks. Reinterpreting established norms through their own lens. Balancing chaos with order by blending unique styling with comfort and familiarity. And calling out their own micro hashtags. Does it feel like there are no trends anymore? Or perhaps more trends than ever!

5



*zalpha driven*

**See Into the Future with the Zalphas**

Today's 10-16 year olds are a micro generation know as Zalphas, and their unique perspective is becoming a driving force. This group never knew a pre-iPhone world, plus they've had their entire lives digitally documented. They're fine tuned into how everyone and everything comes across visually and graphically. So when thinking through how to improve your digital footprint, consider how a Zalpha sees it and make that your model.

6





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