



Unique Custom Apparel Item Specifically Developed For Client

Client's most unique, most frequently purchased, and their #1 selling item.

"The hoodie is easy to move in unlike my stiff jacket and kit keeps me warm on cold days."

CUSTOMER



PRE-ORDER INITIATIVE

Custom cut and sew orders are manufactured in bulk. To drive down costs, Taylor runs sales and incentives end users to purchase in bulk.

Challenge

Our customer requested a unique hoodie like no other item on the market. This hoodie would garnish the company's brand name and be worn by employees who work outdoor with heavy equipment and various power tools. The hoodie would function as a stand-alone top or be worn over various layers of work wear. Comfort, warmth, visibility and safety were all main concerns.

Custom Solution

Taylor created a 100% custom hoodie built with safety, warmth, visibility and comfort in mind. With no other product on the market like it, Taylor worked with the manufacturing facility to design, and inspect every detail. Among the critical details were the dimensions of the hoodie and its features to ensure comfort and safety. Additional qualities that make this product unique include:

Safety & Safety

- No strings- snaps used instead of strings
- PMS color matched fabric

Comfort & Warmth

- Double layered fleece for warmth
- Fleece allows for flexibility in movement
- Printed tag on the inside of hoodie for comfort
- Neck snaps for protection against wind and cold



AVAILABILITY

Items are decorated with a silkscreen imprint and warehoused for quick and easy client ordering.



SAFETY

Strings are safety risk so snaps were include to help keep the neck warm and covered.



COST EFFICIENCY

Taylor managed the entire program from end to end and stayed within the client's budget.