

S&S
CANADA



Fall 2023

STYLE GUIDE



Falling for Merch this Autumn Season

Aren't you glad you live in a world where there are Octobers? The leaves begin to fall from the trees, the air gets cooler and crisper, and the nights return earlier in the day to slow you down. Nature is calling you to get comfy & cozy while also enjoying the good things in life with good people and great style. Huddle up, it's time for campfire stories about the **Styles of Fall** — where they will go, things they will do, and who they will meet along the way.

The Best Part of it All?

When you pair you and your customers' brand with these styles, you will be creating the perfect stage for the most memorable moments of stories that will be told time & time again.

For the students & staff heading back to school...

For the athletes & coaches on and off the field...

For the college students, parents, & alumni repping their mascot everywhere...

For the fundraisers, supporters, and volunteers...

For the festival & fairgoers & fisherman too...
& even for the sports fanatics...

We've got style curated & ready to *create your vision.*

Sound like a customer you know?

Be ready to brand the Fall with top trends for their needs.



Back to School



1. SP15 Sportsman 2. CO125 Champion 3. A582 adidas 4. 996MR Jerzees 5. VC300A Valucap
6. 3200 BELLA + CANVAS 7. 5200 C2 Sport 8. SP07 Sportsman 9. FOS901099 Oakley

School is Back in Session!

1. On the Field & Sidelines

From practice to game day, grab the latest gear and sport it with pride.

2. Coaches & Staff

From uniforms to everyday mascot merch, showing up in logoed apparel & accessories is a no-brainer.

3. In the Stands

For the self-proclaimed spirit leaders, colour the stands in fan gear that's essential for game day.

4. Clubs & Committees

From student council to competitions, top quality apparel is a school reputation booster.

5. Bookstore

As students buy textbooks & supplies, they keep their eyes out for new branded apparel.

6. Greek Life

Fraternities & Sororities count on apparel & accessories to keep them ahead of the trends for any week of the year.

1. CO125 Champion Anorak Jacket in Navy.





VC300A
Valucap
Adult Bio-Washed
Classic Dad Hat



A432
adidas
Fleece Hooded
Sweatshirt



A434
adidas
Fleece Crewneck
Sweatshirt



5200
C2 Sport
Youth Performance
T-Shirt

On the Field & Sidelines

This is your guide to the G.O.A.T.s of team essentials. Choose from top brands with high performing styles, innovative & functional fabrics, classic & fashion-forward team silhouettes. Pair with your school name, colours, and mascot and be ahead of the field.

- Practice & Training
- Intramural
- Game Day
- Warm-Ups



*Model Pictured:
A432 adidas
Fleece Hooded Sweatshirt
in Dark Grey Heather*



3331
M&O
Unisex Zipper
Fleece Hoodie



4850
M&O
Youth Gold Soft
Touch T-Shirt



SP15
Sportsman
Pom-Pom 12"
Knit Beanie



CO125
Champion
Anorak Jacket



S162
Champion
Polyester Mesh 9"
Shorts with Pockets



FOS901099
Oakley
55L Gym to Street
Duffel Bag



S700
Champion
Powerblend® Hooded
Sweatshirt



SP510
Sportsman
Pigment-Dyed
Trucker Cap



A557
adidas
Women's
Blended T-Shirt



CC8C
Champion
Long Sleeve
T-Shirt



921055ODM
Oakley
22L Enduro
Backpack

*Model Pictured:
A557 adidas
Women's Blended
T-Shirt in Power Red*



A582
adidas
Heathered Polo



A482
adidas
3-Stripes Double Knit
Quarter-Zip Pullover



KF900
King Fashion
Super Weight Jersey
Short Sleeve T-Shirt



5102
C2 Sport
Quarter-Zip
Pullover



110P
Flexfit
110@ Mini-Piqué
Cap

Coaches & Staff

The workforce overall has gone from “business casual” to “business comfort,” and school staff is no different. Providing on-trend, comfortable school staff uniforms is key. Accessories and apparel are also great gifts to show teacher and staff appreciation.



1304
American Apparel
Unisex Heavyweight Cotton
Long Sleeve Tee



INDBKTSB
Independent Trading Co.
Special Blend
Blanket



SP60
Sportsman
12" Striped Pom-Pom
Knit Beanie



SP04
Sportsman
Knit Scarf



18600
Gildan
Heavy Blend™ Full-Zip
Hooded Sweatshirt

*Model Pictured:
1304 American Apparel
Unisex Heavyweight
Cotton Long Sleeve
Tee in True Navy*



5000B
Gildan
Heavy Cotton™
Youth T-Shirt



AH35
Sportsman
Unstructured Cap



5100
C2 Sport
Performance
T-Shirt



SP07
Sportsman
Soccer Scarf



2007
American Apparel
Fine Jersey Long
Sleeve Tee



3200
BELLA + CANVAS
Three-Quarter Sleeve
Baseball Tee

In the Stands

Spiritwear can be a game changer. Providing a diverse range of fashion forward styles with school logos will put your program a cut above the rest. Adding **colour**, and **fits** for everyone with full ability to customize for parents and family members is fundamental for making your spiritwear photo-worthy!



**3322
M&O**
Youth Fleece
Pullover Hoodie



**T105
Champion**
Heritage Jersey
T-Shirt



**5540
M&O**
Raglan Three-Quarter
Sleeve Baseball T-Shirt



**921417
Oakley**
20L Street
Backpack

Clubs & Committees

School clubs & committees are the essence of school events and school spirit, and always seem to be the influencers of a clever themed t-shirt. From club names to silly puns and imagery, to promoting an event or fundraiser the club is hosting, these are the styles students, staff, and parents will have their eyes on.

- Academic Competition Teams
- Volunteer
- Student Council



*Model Pictured:
3322 M&O Youth Fleece
Pullover Hoodie in
Heather Red*



**6500M
M&O**
Unisex Vintage
Garment-Dyed T-Shirt



**3320
M&O**
Unisex Pullover
Hoodie



**2000B
Gildan**
Ultra Cotton®
Youth T-Shirt



**PRM50TPD
Independent Trading Co.**
Pigment-Dyed
Fleece Pants



**6245CM
YP Classics**
Classic Dad
Hat



**SP12
Sportsman**
Solid 12" Cuffed
Beanie



**996MR
JERZEES**
NuBlend® Hooded
Sweatshirt



**137211
Columbia**
Women's Benton Springs™
Fleece Full-Zip Jacket



**3413
BELLA + CANVAS**
Triblend Tee

Bookstore

When you are a part of a school, you are a part of a tribe, and you want to wear it proudly even years beyond graduation. The bookstore is a hot spot for selling school merch. Have new styles in rotation for students buying their textbooks, parents visiting campus, and alumni looking to rep their alma mater.

*Model Pictured:
SS4500 Independent Trading Co.
Midweight Hooded Sweatshirt in
Classic Navy Heather*



**6606
YP Classics**
Retro Trucker
Cap



**921458
Oakley**
13L Street Satchel
Drawstring Bag



**SS4500
Independent Trading Co.**
Midweight Hooded
Sweatshirt



**T425
Champion**
Short Sleeve
T-Shirt



**S600
Champion**
Powerblend® Crewneck
Sweatshirt



SP400
Sportsman
Tie-Dyed Dad
Hat



1301
American Apparel
Unisex Heavyweight
Cotton Tee



AFX64CRP
Independent Trading Co.
Women's Lightweight Crop
Hooded Sweatshirt



562MR
JERZEES
NuBlend® Crewneck
Sweatshirt

Greek Life

College students are lifetime brand ambassadors, trend setters, and recruiters. The perfect mix of trendy and timeless styles will ensure your brand is seen for years to come, on and off campus.

- Off-Campus School Breaks
- Rush Week
- Philanthropy Events
- Greek Week
- Parents Weekend

*Model Pictured:
AFX64CRP Independent Trading Co.
Women's Lightweight Crop Hooded
Sweatshirt in Bone*



Q611
Q-Tees
25L Zippered
Tote



3719
BELLA + CANVAS
Sponge Fleece
Hoodie



INDBKTSB
Independent Trading Co.
Special Blend
Blanket



PRM20PNT
Independent Trading Co.
Women's California Wave
Wash Sweatpants



PRM50STPD
Independent Trading Co.
Pigment-Dyed
Fleece Shorts

Outdoor Recreation



1. 5335 DRI DUCK 2. 162019 Columbia 3. 1501KC YP Classics 4. A436 adidas 5. 8210 Burnside 6. A572 adidas 7. T600 Q-Tees 8. SP500 Sportsman 9. INDDUFBAG Independent Trading Co.

Breathe in the Great *Outdoors*

1. Hunting & Fishing

Promote your brand to those who are “hunting, fishing & loving every day,” or add outdoor recreational apparel to award & incentive programs.

2. Camping & Hiking

The crisp air of autumn is luring us outside. Having the right gear makes it easy to say “yes” to the adventures ahead.



Trend Alert!
Where form meets function; fashionable gear to take you from the mountains to the trails and everywhere in between.

1. 5335 DRI DUCK Torrent Waterproof Hooded Jacket in Olive/Black.



4820 M&O
Gold Soft Touch Long Sleeve T-Shirt



LCB12 Kati
12" Licensed Camo Knit



EXP54LWZ Independent Trading Co.
Lightweight Windbreaker Full-Zip Jacket



144709 Columbia
Bora Bora™ Booney



5335 DRI DUCK
Torrent Waterproof Hooded Jacket



LC10 Kati
Licensed Camo Cap



8210 Burnside
Yarn-Dyed Long Sleeve Flannel Shirt

Hunting & Fishing

No matter where you go, our Canadian landscapes offer beautiful sites for recreational hobbies. Whether you're hunting for game or fishing for salmon and halibut in British Columbia, or perhaps St. Peter's Bay's bluefin tuna are calling your name in P.E.I., you'll need trendy, comfortable outdoor clothing. Use our outdoor promotional products for:

- Company Stores
- Hunting & Fishing Days
- Pro Shops
- Lifestyle Brands



*Model Pictured:
EXP54LWZ Independent Trading Co.
Lightweight Windbreaker Full-Zip Jacket in Forest Camo*



64000 Gildan
Softstyle® T-Shirt



1501KC YP Classics
Cuffed Knit Beanie



A436 adidas
Fleece Joggers



T600 Q-Tees
Hemmed Fingertip Towel



SP500 Sportsman
Pigment-Dyed Cap



147667
Columbia
Steens Mountain™ Fleece
2.0 Full-Zip Jacket



197592
Columbia
Lost Lager™ II
Beanie



973MR
JERZEES
NuBlend®
Sweatpants



921424ODM
Oakley
18L Packable
Backpack

Camping & Hiking

The Top Picks:

- Backpacks
- Moisture-Wicking Fabrics
- Layering Items



*Model Pictured:
147667 Columbia Steens
Mountain™ Fleece 2.0 Full-Zip
Jacket in Collegiate Navy*



110C
Flexfit
110® Pro-Formance®
Cap



162019
Columbia
Steens Mountain™ Fleece
Quarter-Zip Pullover



6014
Comfort Colors
Garment-Dyed Heavyweight
Long Sleeve T-Shirt



IND4000
Independent Trading Co.
Heavyweight Hooded
Sweatshirt



EXP120PFV
Independent Trading Co.
Puffer Vest

Fall Layering



1. A573 adidas 2. PRM3500 Independent Trading Co. 3. PURE Atlantis Headwear
4. CO200 Champion 5. 7502 BELLA + CANVAS 6. 975MPR Jerzees

Layering Up for Fall

What's better than one item with your brand on it? Layers on layers of classic styles paired together that will carry through season after season. Whether the agenda is full of fall festivities and outdoor adventures or game days, the options for essential layering pieces to transition to cooler days and breezier nights is vast.

1. Base Layers

Your basic lightweight option that can be worn alone or as the first layer of your outfit. Think tees in bold fall colours and patterns that can easily transition to other seasons.

2. Secondary Layers

Your middle layer. Think vests, flannels, shirt-jackets and quarter-zips. You can stop there or add an outer layer.

3. Outer Layers

A protective outerwear piece that is both functional and fashionable. From soft shells to puffers.

1. PRM3500 Independent Trading Co. Midweight Pigment-Dyed Crewneck Sweatshirt in Pigment Mint.





1717
Comfort Colors
Garment-Dyed
Heavyweight T-Shirt



6682
BELLA + CANVAS
Women's Racerback
Crop Tank



KF4900
King Fashion
Interlock Turtleneck Long
Sleeve T-Shirt



A401
adidas
Lightweight Quarter-Zip
Pullover

Base Layers

The Top Picks:

- Long Sleeves Tanks T-Shirts

*Model Pictured:
KF4900 King Fashion Interlock
Turtleneck Long Sleeve T-Shirt
in Navy*



3321
Rabbit Skins
Toddler Fine
Jersey Tee



4424
Rabbit Skins
Infant Fine Jersey
Bodysuit



5200
Gildan
Heavy Cotton™
Tank Top



CC8C
Champion
Long Sleeve
T-Shirt



3501
BELLA + CANVAS
Unisex Jersey Long
Sleeve Tee



5602
C2 Sport
Women's Quarter-Zip
Pullover



8200
Burnside
Solid Long Sleeve
Flannel Shirt



8210
Burnside
Yarn-Dyed Long
Sleeve Flannel Shirt



5210
Burnside
Women's Yarn-Dyed Long
Sleeve Flannel Shirt



8202
Burnside
Long Sleeve
Plaid Shirt

Secondary Layers

The Top Picks:

- Vests
- Flannels
- Fleece
- Shackets

*Model Pictured:
A573 adidas
Women's Puffer Vest
in Team Navy Blue*



175741
Columbia
Women's Powder
Lite™ Vest



A573
adidas
Women's Puffer
Vest



995MR
JERZEES
Nublend® Cadet Collar
Quarter-Zip Sweatshirt



7502
BELLA + CANVAS
Women's Crop
Fleece Hoodie



PRM3500
Independent Trading Co.
Midweight Pigment-Dyed
Crewneck Sweatshirt



9590
Alternative
Rocky Eco-Fleece
Full-Zip Hooded Sweatshirt



5350
DRI DUCK
Motion Soft
Shell Jacket



177191
Columbia
Women's Kruser Ridge™
Softshell Jacket

*Model Pictured:
A267 adidas 3-Stripes
Full-Zip Jacket in Grey Five/
Grey Three*



*Trend Alert!
Comfort is king.
Layering can be
cozy and cool!*



A571
adidas
Women's Puffer
Jacket



7033
DRI DUCK
Crossfire Heavyweight Power Fleece
Hooded Jacket with Thermal Lining



EXP52BMR
Independent Trading Co.
Lightweight Bomber
Jacket



A267
adidas
3-Stripes Full-Zip
Jacket



EXP54LWP
Independent Trading Co.
Lightweight Quarter-Zip
Windbreaker Pullover Jacket

Outer Layers

The Top Picks:

- Polar Fleece
- Rain Jackets & Windbreakers

Fall Festivities



1. 4400 Rabbit Skins 2. 3901 BELLA + CANVAS 3. PRM15YSB Independent Trading Co. 4. 029HBM Russell Athletic
5. 3340 M&O 6. 5000 Gildan 7. A524 adidas 8. 6277Y YP Classics 9. SP08 Sportsman 10. Q4400 Q-Tees

Celebrate *Fall Fun!*

1. Fundraisers & Fun Runs

Every event needs unique apparel and accessories to commemorate and help support the cause.

2. Fall Festivals

These fests represent a last chance for communities to pack in some fun before the winter comes, and merch is the perfect way to promote the event.

3. Professional Sports Merch

Whether you're cheering on your favorite team or wearing the merch around town – it's not only for the games anymore.



1. PRM15YSB Independent Trading Co.
Youth Special Blend Raglan Hooded Sweatshirt
in Nickel/Heather Forest Camo.



5000
Gildan
Heavy Cotton™
T-Shirt



Q4500
Q-Tees
Economical
Sport Pack



5700
Gildan
Heavy Cotton™ Raglan
Three-Quarter Sleeve T-Shirt



115
Richardson
Low Pro
Trucker Cap

Fundraisers & Fun Runs

Check out fun apparel & accessories to give supporters a reason to huddle up and snap a photo while giving, volunteering, or participating. From walk-a-thons to running a 5K, gear up and get ready to raise more this season.

Volunteer Days Terry Fox Run

Breast Cancer Awareness Month



*Model Pictured:
A476 adidas Women's Lightweight
Mélange Quarter-Zip Pullover
in Mid Grey Mélange*



SP12JL
Sportsman
Jersey Lined 12"
Cuffed Beanie



562BR
JERZEES
NuBlend® Youth
Crewneck Sweatshirt



3544
M&O
Youth Deluxe
Blend T-Shirt



5104
C2 Sport
Performance Long
Sleeve T-Shirt



18200B
Gildan
Heavy Blend™
Youth Sweatpants



A476
adidas
Women's Lightweight Mélange
Quarter-Zip Pullover



3001
BELLA + CANVAS
Jersey Tee



RIO
Atlantis Headwear
Sustainable
Rib Knit



Q4350
Q-Tees
Full-Length Apron
with Pockets



PRM15YSB
Independent Trading Co.
Youth Special Blend Raglan
Hooded Sweatshirt



8801
Burnside
Performance Fleece
Joggers

*Model Pictured:
3340 M&O Unisex
Crewneck Fleece
in Forest Green*



1005
Rabbit Skins
Infant Premium
Jersey Bib



3340
M&O
Unisex Crewneck
Fleece



4400
Rabbit Skins
Infant Baby
Rib Bodysuit



6277Y
Flexfit
Youth Cotton
Blend Cap



975MPR
JERZEES
Nublend®
Joggers



Q4400
Q-Tees
11L Canvas Tote with
Contrast-Color Handles

Fall Festivals

Whether you need a branded flannel to style the scarecrow for orchard, patch, and store displays, or your customer is livelier in nature, these burnt hues, cozy styles, and creative accessories are ready to showcase a season full of flavour and festivity.

- School Carnivals
- County Fairs
- Oktoberfest and Harvest Fest



SP60 Sportsman
12" Striped Pom-Pom Knit Beanie



SP02 Sportsman
Rugby-Striped Knit Scarf



A524 adidas
Hooded Full-Zip Windbreaker



695HBM Russell Athletic
Dri Power® Hooded Sweatshirt

Professional Sports Merch

Professional sports merch is trending in retail and streetwear right now. Whether buying for the sports fanatic to cheer on and rep their favourite team or for the fashion-forward influencer, grab this gear this season!

The Top Sports in Fall / Winter:

- Football
- Soccer
- Basketball
- Hockey



*Model Pictured:
A524 adidas Hooded Full-Zip Windbreaker in Black*



112 Richardson
Snapback Trucker Cap



110P Flexfit
110° Mini-Piqué Cap



IND20PNT Independent Trading Co.
Midweight Fleece Pants



A267 adidas
3-Stripes Full-Zip Jacket



Q600 Q-Tees
25L Jumbo Tote



8000 Gildan
DryBlend® T-Shirt

Fall Colour Trends



1. SP08 Sportsman 2. 18500 Gildan 3. 3001CVC BELLA + CANVAS 4. A515 adidas
5. 4800 M&O 6. 6245CM YP Classics 7. 6014 Comfort Colors 8. QTBG Q-Tees

Fall Colour Trends

Cooler fall temperatures mean cozier apparel and layers, but this season also includes classic neutrals and colourful on-trend hues.

1. Classic Neutrals

The core colours are timeless and necessary for product longevity because basics never go out of style.

2. Trendy Hues

Keep things on-trend this fall with bright, bold, and warm hues that will elevate brand identity and messaging.

1. 18500 Gildan Heavy Blend™ Hooded Sweatshirt in Violet.





PRM30SBC
Independent Trading Co.
Special Blend Raglan
Sweatshirt



191132
Columbia
Whirlbird™
Cuffed Beanie

*Model Pictured:
195893 Columbia Women's
Sweater Weather™ Fleece
Full-Zip in Chalk Heather*



3001
BELLA + CANVAS
Jersey Tee



195893
Columbia
Women's Sweater Weather™
Fleece Full-Zip



110M
Flexfit
110® Mesh-Back
Cap Melange



6245CM
YP Classics
Classic Dad
Hat



18000
Gildan
Heavy Blend™
Crewneck Sweatshirt



2000
Gildan
Ultra Cotton®
T-Shirt



3317
Rabbit Skins
Toddler Fleece
Crewneck Sweatshirt



SS1000C
Independent Trading Co.
Icon Lightweight Loopback
Terry Crewneck Sweatshirt

Classic Neutrals

Core pieces will always be our forever favourites, so it's no surprise that rich, traditional neutrals make a comeback every season. From the standard **white** and **black** to **browns, navy,** and **grey**, we've got the basics for traditionalists.



6014
Comfort Colors
Garment-Dyed Heavyweight
Long Sleeve T-Shirt



3001CVC
BELLA + CANVAS
CVC Jersey
Tee



18500
Gildan
Heavy Blend™ Hooded
Sweatshirt



A515
adidas
Women's Ultimate
Solid Polo

Trendy Hues

Creativity and joy are at the core of this season's colours, with warm **reds, oranges, yellows**, and pops of **pink, green, and blue**.

*Model Pictured:
4800 M&O Gold Soft
Touch T-Shirt in Azalea*



141R
Richardson
Chunk Twist Cuffed
Beanie



SP08
Sportsman
8" Knit
Beanie



4800
M&O
Gold Soft
Touch T-Shirt



PRM2500
Independent Trading Co.
Women's Lightweight California
Wave Wash Hooded Sweatshirt



SS4500Z
Independent Trading Co.
Midweight Full-Zip
Hooded Sweatshirt



QTBG
Q-Tees
12L Economical
Tote

S&S
CANADA



Create
Your
Vision



ASI: 90703
SAGE: 65990
PPAI: TECH01

en-ca.ssactivewear.com

FOLLOW US!



#createyourvision