

Jacket required



Although today the two terms are often used interchangeably, coats and jackets have individual characteristics that make them well-suited for different situations and promotional events. Being knowledgeable about the choices available will allow you to better educate clients about the products that will work best for their campaign.

Jackets are often considered lighter than coats, and are better suited as options for spring and fall wardrobes. Coats are primarily heavier, and work well for winter promotions. Jackets can also be more functional as sports or fashion pieces, and depending on the style of jacket, they can be paired with a matching T-shirt or camisole as an added promotional perk. Jackets are also multi-seasonal, which means more advertising exposure for messages year-round.

Whether you are looking for vests perfect for layering, fashionable jackets for everyday casual wear, or sporty styles for superior outdoor performance on the field, this showcase has the best product picks around.

— By Jill Malcolm

WRAP UP YOUR NEXT PROMOTION IN STYLE.



1. FASHION-FORWARD.

Combed ringspun cotton piped jacket features side welt pockets. From Staton Corporate and Casual, asi/89380, 800-950-6611.



2. CASUAL STYLING.

Brushed thermal hoodie features raglan styling, ribbed side paneling and two side front pockets. Available in six colors. From Heritage Sportswear Inc., asi/60582, 800-537-2222.



3. RETRO CHIC.

Eco-fleece hoodie includes organic cotton and recycled polyester with kangaroo front pocket and retro shoestring hood ties. From Alternative Apparel, asi/34850, 888-481-4287.



4. THREE CHEERS.

Practice jacket constructed from cotton/spandex blend features cadet collar, front zipper and kangaroo pocket. From Boxercraft, asi/41325, 800-914-7774.

5. WARMING UP.

Jacket features 100% polyester brushed pique plus moisture-management, stain-release and antimicrobial properties. Available in full, quarter-zip or pullover styles. From A/4 Moshay Inc., asi/30121, 888-464-3824.

6. PACK AWAY.

Nylon lightweight jacket packs into the front zip pocket. Includes a wrist loop and two large belt loops. From Jerzees, asi/84257, 800-321-1138.

7. GOLF OUTING.

Full-zip wind jacket is perfect for a day on the course. From Perry Ellis International, asi/77715, 866-231-4309.

8. CORPORATE CASUAL.

Made from cotton/polyester blend, this rich French terry jacket is ideal for employees, gift giving and resort wear. From LAT Sportswear, asi/65948, 800-414-5650.



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