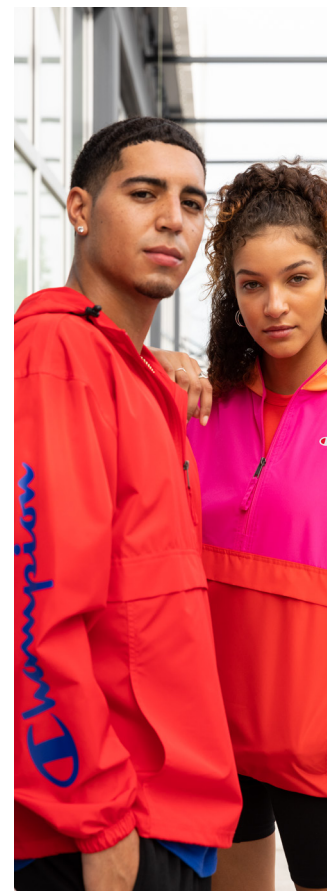


20  
22  
STYLE GUIDE

R E T A I L  
I N S P I R E D  
B R A N D E D  
P R I N T W E A R







TREND.  
FASHION.  
INFLUENCE.

These styles are retail inspiration and not active printwear in some cases.



# BE YOUR OWN

The Champion logo, featuring a red and white 'C' emblem followed by the word 'Champion' in a white script font with a registered trademark symbol.

## STYLE GUIDE 2022

Champion athleticwear has undeniably been the brand with street cred. And we will continue to innovate and own this space—you'll see that when you look at influencers and fashion leaders, they're wearing the Champion brand. It's how they express themselves, how they show what they stand for, and show that they have fashion and taste.







# COLOR+

Body Blush K01

01



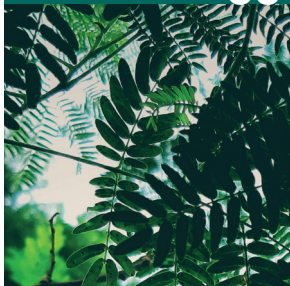
Red River Clay A6Z1

02



Emerald Green E63

03



Late Night Blue A6U1

04



Tempo Teal Z5P

05







## COLOR. STYLE. TRENDSETTING.

Always bringing you fresh colors and trendsetting styles, we make it easy to be on point with our branded printwear selection. That's why Champion athleticwear is a staple at every streetwear, footwear, and fashion store—and popular with influencers today.

# TRENDS

Blue Lagoon A6U

06

Sand bm

07

Fresh Olive A6P1

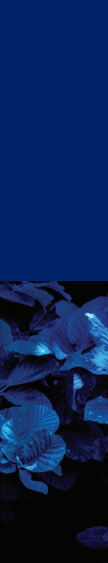
08

Olive Green Camo A6V1

09

Concrete Camo A6O1

10







## THE ICONIC HEAVYWEIGHT CHAMPION

Over 80 years ago, the Reverse Weave Hoodie became a game-changer for athletes, and its enduring comfort and style make it the American icon it is today. Our original classic is designed for everyone and features heritage details. It's a platform that's worth building upon with new silhouettes every season.

12 OUNCES

82% COTTON / 18% POLYESTER\*

CHAMPION "C" LOGO

IMPORTED



Reverse  
Weave  


\*Charcoal Heather - 66% cotton/34% polyester;  
Oxford Gray - 77% cotton/23% polyester  
Find the full Champion Embellishment and  
Collegiate Licensing Policy on the back cover.  
©2021 Hanesbrands Inc. All rights reserved.  
PRT 39 / ASI: 59528 / PPAI: I91I38 / UPIC: HBIINC





**SI01**  
REVERSE WEAVE®  
PULLOVER HOODIE  
Loose fit



**SIOISS**  
REVERSE WEAVE® SHORT  
SLEEVE PULLOVER HOODIE  
Loose fit



**SI49**  
REVERSE WEAVE®  
CREWNECK SWEATSHIRT  
Loose fit



**GDSI49**  
REVERSE WEAVE® GARMENT DYE  
CREWNECK SWEATSHIRT  
Loose fit



**GDSI01/TDSI01**  
REVERSE WEAVE®  
GARMENT DYE PULLOVER HOODIE  
Loose fit



**RWOIW**  
REVERSE WEAVE®  
CROPPED PULLOVER HOODIE  
Oversized fit



**RWIO**  
REVERSE WEAVE®  
SWEATPANT  
Standard fit



**RW25**  
REVERSE WEAVE® JOGGER  
Standard fit



**RW26**  
REVERSE WEAVE™ SHORT  
Standard fit

Standard fit		Black	Oxford Gray	Navy	Charcoal Heather	Silver Gray	White	Athletic Royal	Body Blush	Cardinal	Concrete	Crimson	Dark Green	Fresh Olive	New Railroad Gray	Oatmeal Heather	Pale Seafoam	Saltwater	Sand	Scarlet	Stone Gray	Black Scrunch Dye	Cactus	C. Gold	Coral Craze	Kelly Green	Light Blue	Maroon	Mulled Berry Scrunch Dye	Navy Scrunch Dye	Pink Candy	Purple
SI0I**	S-4XL	●	●	●	●	●	○	●	●	●			●	●		●			●	●	●			●							●	●
SIOISS	S-4XL	●	●		●																											
RWOIW	XS-2XL	●	●		●		○																									
GDSI0I	S-4XL			●							●	●			●		●	●				●	●		●				●	●		
GDSI49	S-4XL										●	●			●		●	●														
SI49**	S-4XL	●	●	●	●	●	○	●	●	●			●	●		●			●	●								●				
RWIO	S-3XL	●	●	●		●																										
RW25	S-4XL	●	●	●	●																											
RW26	S-3XL	●	●	●																												
RW47	OS					●																										

\*\*Select colors are up to 4XL



**RW47**  
REVERSE WEAVE™  
STADIUM BLANKET  
• 60" x 70"  
• Fully hemmed edges  
with jersey binding



# POWERBLEND® SWEATS



## THE BEST OF WARMTH AND DURABILITY

Made for any season, Powerblend sweats are a customer favorite, offering the best of warmth and durability, without the extra weight. Exceptionally soft, they resist pilling and shrinking, so they keep their great fit and comfort no matter how hard you play. Endless Comfort + Ultimate Durability

9 OUNCES

50% COTTON / 50% POLYESTER\*

MADE PARTIALLY WITH RECYCLED  
POLYESTER AND RECLAIMED COTTON

CHAMPION "C" LOGO

IMPORTED



\*Light Steel: 50% cotton/40% polyester/10% black polyester;  
Ash/Silver Gray: 50% cotton/49% polyester/1% black polyester  
Find the full Champion Embellishment and  
Collegiate Licensing Policy on the back cover.  
©2021 Hanesbrands Inc. All rights reserved.  
PRT 39 / ASI: 59528 / PPAI: I91138 / UPIC: HBIINC





**S400**  
POWERBLEND  
QUARTER-ZIP PULLOVER  
Standard fit



**S600**  
POWERBLEND  
CREWNECK SWEATSHIRT  
Standard fit



**S700**  
POWERBLEND  
PULLOVER HOODIE  
Standard fit



**S800**  
POWERBLEND  
FULL-ZIP HOODIE  
Loose fit

ALSO AVAILABLE:

**S790**  
YOUTH POWERBLEND  
PULLOVER HOODIE  
Standard fit



**P800**  
POWERBLEND  
OPEN BOTTOM  
SWEATPANT W/POCKETS  
Slim fit

ALSO AVAILABLE:

**P890**  
YOUTH POWERBLEND  
OPEN BOTTOM SWEATPANT  
W/POCKETS  
Standard fit



**P900**  
POWERBLEND  
SWEATPANT  
Slim fit

		Black	Light Steel	Navy	Body Blush	Charcoal Heather	Dark Green	Emerald Green	Fresh Olive	Late Night Blue	Maroon	Blue Lagoon	Oatmeal Heather	Red River Clay	Royal Blue	Sand	Scarlet	Silver Gray	Stone Gray	Tempo Teal	Gold	Maroon Heather	Navy Heather	Orange	Royal Blue Heather	Scarlet Heather	White	Dark Green Heather
S400	S-3XL	●	●	●																								
S600**	S-5XL	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	
S700**	S-5XL	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●
S790	S-XL	●	●	●																								
S800**	S-3XL	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●								
P800	S-2XL	●	●	●															●	●								
P890	S-XL	●	●	●																								
P900	S-2XL	●	●	●																								

\*\*Select colors are up to 5XL



## COTTON MAX SWEATS

MAKE AN  
IMPRESSION

Stand out from the crowd by putting your next original expression on Champion sweats. Graphics will pop on our Cotton Max sweats, with a 100% cotton face that's a winner for direct-to-garment printing. And with the soft hand of blended comfort, it's a win-win.

9.7 OUNCES

90% COTTON / 10% POLYESTER\*

100% COTTON FACE

CHAMPION "C" LOGO

IMPORTED



\*Charcoal Heather: 65% cotton/35% polyester;  
Ash/Silver Gray: 90% cotton/10% polyester  
Find the full **Champion Embellishment and  
Collegiate Licensing Policy** on the back cover.  
©2021 Hanesbrands Inc. All rights reserved.  
PRT 39 / ASI: 59528 / PPAI: 191138 / UPIC: HBIINC





**SI71**  
COTTON MAX  
PULLOVER HOODIE  
Loose fit



**SI78**  
COTTON MAX  
CREWNECK SWEATSHIRT  
Loose fit



**SI85**  
COTTON MAX  
QUARTER-ZIP HOODIE  
Loose fit



**P210**  
COTTON MAX  
SWEATPANT  
Standard fit

		Black	Light Steel	Navy	Athletic Royal	Charcoal Heather	Scarlet	Silver Gray
SI71	S-3XL	●	●	●	●	●	●	●
SI78	S-3XL	●	●	●	●	●	●	●
SI85	S-3XL	●	●	●	●	●	●	●
P210	S-3XL	●	●	●				





## GAME DAY. GAME NIGHT. LAYER ON SPIRIT.

Being the brand of choice on college campuses for 100 years keeps you coming back for more. Champion outerwear is made to fit everyone with authentic athletic style.

C0125, C0126, C0200

**2.8 OUNCES**

**100% POLYESTER MICRO POPLIN**

**CHAMPION "C" LOGO**

**WIND AND RAIN RESISTANT**

**IMPORTED**

C0100

**8.5 OUNCES**

**80% COTTON / 20% POLYESTER SUEDE**

**100% COTTON FACE**

**CHAMPION "C" LOGO**

**IMPORTED**







**CO126**  
**COACHES JACKET**  
Standard fit



**CO200**  
**PACKABLE ANORAK JACKET**  
Standard fit



**COI25**  
FULL-ZIP ANORAK JACKET  
Standard fit



**CO100**  
MEN'S SUEDED  
BOMBER JACKET  
Standard fit

[illegible]



## GARMENT DYED

A BROKEN-IN  
FAVORITE

Garment dyed already has the broken-in, washed look of your favorite tee or sweatshirt. Garment dying gives rich variations in hue that don't fade over time and add extra softness.

CD100, CD200

6 OUNCES

100% RING SPUN COTTON

CHAMPION "C" LOGO

WOVEN CHAMPION LABEL

IMPORTED

CD400, CD450

10 OUNCES

90% RING SPUN COTTON / 10% POLYESTER

CHAMPION "C" LOGO

WOVEN CHAMPION LABEL

IMPORTED







**CD100**  
SHORT SLEEVE  
GARMENT DYED TEE  
Standard fit



**CD200**  
LONG SLEEVE  
GARMENT DYED TEE  
Standard fit



**CD400**  
**GARMENT DYED**  
**CREWNECK SWEATSHIRT**  
 Standard fit



**CD450**  
**GARMENT DYED**  
**PULLOVER HOODIE**  
 Standard fit

[illegible]



# RING SPUN







**CPI0**  
SHORT SLEEVE RING SPUN TEE  
Standard fit



**CPI5**  
LONG SLEEVE RING SPUN TEE  
Standard fit

# GROUND ED IN A CENTURY OF HERITAGE

Built on a century’s worth of heritage, Champion ring spun favorites never disappoint their fans. This ring spun apparel has soft, comfortable fabric with a standard fit and style that elevates every event or occasion—and of course, these classics feature the Champion “C” logo.

5.5 OUNCES  
100% RING SPUN COTTON\*  
CHAMPION “C” LOGO  
IMPORTED



**CP30**  
RING SPUN TANK  
Standard fit

		Black	Charcoal Heather	Navy	White	Athletic Red	Oxford Gray	C. Gold	Dark Green	Light Blue	Royal
CPI0	S-3XL	●	●	●	○	●	●	●	●	●	●
CPI5	S-3XL	●	●	●	○	●	●				
CP30	S-3XL	●	●	●	○						

\*Charcoal Heather: 60% cotton/40% polyester;  
Oxford Gray: 90% cotton/10% polyester  
Find the full **Champion Embellishment and Collegiate Licensing Policy** on the back cover.  
©2021 Hanesbrands Inc. All rights reserved.  
PRT 39 / ASI: 59528 / PPAL: 191138 / UPIC: HBIINC





## TIMELESS. AUTHENTIC. STYLE.

They don't make tees like this anymore, but we do. We started with the basics and ended with a better built tee that you can't beat for the price. Build every project with the mark of a Champion.

5 - 7 OUNCES

100% COTTON\*

CHAMPION "C" LOGO

IMPORTED

GET MORE INFO AT [BRANDWEARUNITED.COM](https://brandwearunited.com)



**Classic**  
C

\*Charcoal Heather: 60% cotton/40% polyester;  
Light Steel: 90% cotton/10% polyester  
Ash/Silver Gray: 99% cotton/1% polyester  
Oxford Gray: 90% cotton/10% polyester  
Find the full Champion Embellishment and  
Collegiate Licensing Policy on the back cover.  
©2021 Hanesbrands Inc. All rights reserved.  
PRT 39 / ASI: 59528 / PPAI: I9I138 / UPIC: HBIINC





**T425**  
SHORT SLEEVE TEE

Standard fit  
ALSO AVAILABLE:

**T435**  
YOUTH SHORT SLEEVE TEE  
Standard fit



**T105**  
SHORT SLEEVE  
HERITAGE JERSEY TEE  
Loose fit



**CC8C**  
LONG SLEEVE TEE  
Standard fit



**TI37**  
RAGLAN BASEBALL TEE  
Standard fit



**T453**  
LONG SLEEVE HERITAGE TEE  
Loose fit



**T453W**  
WOMEN'S CROPPED SHORT  
SLEEVE HERITAGE TEE  
Standard fit

		Black	Navy	White	Charcoal Heather	Light Steel	Oxford Gray	Ash	Athletic Royal	Cardinal	Dark Green	Orange	Pink Candy	Red	Royal Blue	Body Blush	Emerald Green	Fresh Olive	Gold	Kelly Green	Late Night Blue	Light Blue	Maroon	Blue Lagoon	Oatmeal Heather	Purple	Red River Clay	Sand	Silver Gray	Stone Gray	Tempo Teal	White/Black	White/C. Gold	White/Dark Green	White/Maroon	White/Navy	White/Scarlet		
T425**	S-5XL	●	●	○	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●									
T435	S-XL	●	●	○		●																																	
TI05	S-4XL	●	●	○	●		●																						●										
CC8C	S-5XL	●	●	○	●	●		●	●	●	●	●		●	●																								
TI37	S-3XL																															●	●	●	●	●	●		
T453	S-3XL	●	●	○			●																																
T453W	XS-2XL	●	●	○			●						●																										

\*\*Select colors are up to 5XL





## POWER UP YOUR TEAM

We invented the first mesh athletic shorts, but we didn't stop there. The entire Champion performance line is made to outperform the competition. Power up your workout and outfit your team with the mark of a Champion.

8180, 8187

**6 OUNCES**

**100% COTTON JERSEY\***

S162, 8731

**3.7 OUNCES**

**100% POLYESTER**

B900

**7.4 OUNCES**

**87% POLYESTER / 13% SPANDEX**

B920, B940, B960

**7.4 OUNCE**

**88% POLYESTER / 12% SPANDEX**

CW22, CW26

**4.1 OUNCE**

**100% POLYESTER**

**50+ UPF RATING,**

**EXCELLENT UV PROTECTION**

ALL PERFORMANCE STYLES

**CHAMPION "C" LOGO**

**IMPORTED**

GET MORE INFO AT [BRANDWEARUNITED.COM](http://BRANDWEARUNITED.COM)



\*Silver Gray: 80% cotton/20% polyester;  
Oxford Gray: 78% cotton/22% polyester  
Find the full Champion Embellishment and  
Collegiate Licensing Policy on the back cover.  
©2021 Hanesbrands Inc. All rights reserved.  
PRT 39 / ASI: 59528 / PPAI: I91138 / UPIC: HBIINC



A pair of red Champion shorts, shown from the front. The shorts have an elastic waistband and a small Champion logo on the bottom right leg.

A pair of black leggings with a wide waistband, laid flat against a white background. The leggings are shown from the front, highlighting the wide waistband and the smooth texture of the fabric. The legs are straight and extend downwards.

A pair of black Champion leggings. The leggings have a wide, elastic waistband. A small, white Champion logo is visible on the lower right leg. The leggings are shown against a plain white background.

A pair of black Champion leggings with a wide waistband and a small Champion logo on the lower right leg.

A red long-sleeved shirt with a Champion logo on the sleeve. The shirt is laid flat, showing its crew neck and long sleeves. A small Champion logo is visible on the lower left sleeve. The fabric appears to be a smooth, possibly synthetic material.

[illegible]



# PEOPLE PLANET PRODUCT

At Hanesbrands we believe it's our responsibility to drive the kind of behavior and actions that will protect the place we all call home. This responsibility is part of our DNA and has been for decades.

So, looking ahead to 2025 and 2030, we're ramping up our efforts to pursue ambitious goals that will improve the lives of people, protect the planet and generate world-class sustainable products.

Learn more about how we're doing our part to make the world a more comfortable, livable and inclusive place.

[HBISUSTAINS.COM](https://hbesustains.com)



## EMBELLISH + SUBMIT + REWARD



Join us in helping schools across the country! For every piece of Champion® apparel you purchase from wholesalers for embellishment, the school of your choice will receive a cash rebate of \$0.10.

**To date, we have given more than \$1 million to schools.**

Just create an account, then fill out the online rebate form. It's that easy. Upload your wholesaler invoices with purchases of our products and select a school to receive the rebate check.

**The Hanes4Education program lets YOU be the hero in your community. Learn more at [Hanes4Education.com](https://Hanes4Education.com)**



**HANES4EDUCATION®**

#### Champion® Embellishment and Collegiate Licensing Disclaimer

Champion® blank products purchased must be sold only with embellishment. The sale of unembellished or blank Champion® products to any third parties, whether on the internet or elsewhere is strictly prohibited. The decoration of any Champion® garment with the Champion marks (including the C Logo) or the proprietary marks, names, or logos of any collegiate sports teams or collegiate institution is expressly prohibited. The sale or shipment of Champion® products outside North America is also strictly prohibited.

Champion® products shall not be embellished or decorated with content or imagery that (a) may imply or suggest the endorsement, sponsorship, approval, collaboration, or otherwise indicate an affiliation with the Champion® brand (b) is explicit, graphically violent, derogatory of any ethnic, racial, gender, or religious group or sexual orientation, profane, pornographic, or obscene; (c) endorses any form of hate or hate group or promotes politically charged or divisive messaging; or (d) promotes the excessive or irresponsible consumption of alcohol or promote the illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing).

Champion reserves the right to discontinue sales to anyone found to be acting in violation of this policy or to be selling Champion® products to others who are acting in violation of this policy.

©2021 Hanesbrands Inc. All rights reserved.



# BE YOUR OWN Champion®

STYLE THAT FITS



**STANDARD**

A regular fit with just the right amount of ease



**LOOSE**

A relaxed fit with extra ease built in



**OVERSIZED**

A cut with more volume for a stylized silhouette



**FITTED**

A close fit for a comfortable, contoured shape



**SLIM**

A trim fit that still has room to move

## WOMEN'S AND MEN'S RISE POSITIONS

### WOMEN'S LOW RISE

Sits low at the hip

### WOMEN'S MID RISE

Sits between  
natural waistline  
and lower hip

### WOMEN'S HIGH RISE

Sits at natural waistline

### WOMEN'S ULTRA-HIGH RISE

Sits above waistline

### WOMEN'S PLUS RISE

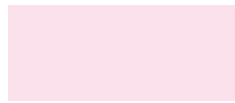
One rise – sits at  
natural waistline

### MEN'S RISE

One rise – sits  
at pant waistline



# NEW FOR 2022



Body Blush K8L  
2050



Emerald Green EB  
7720



Fresh Olive A6PI  
7763



Late Night Blue A6UI  
302



Blue Lagoon A6JI  
638



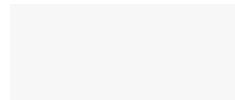
Red River Clay A6ZI  
2032



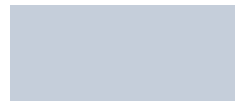
Sand BM  
Warm Gray 3



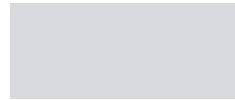
Tempo Teal ZSP  
312



White WH



Athletic Gray 34  
428



Stone Gray R7  
Cool Gray 2



Ash/Silver Gray AS/SV



Light Steel LW



Oxford Gray OX



Oatmeal Heather ZT



Concrete R6F  
424



Graphite BQ  
430



Charcoal Heather HL



New Railroad 66  
433



Black BK  
Black 6



Saltwater WR  
2138



Pale Seafoam 4KF  
5513



Light Blue LB  
284



Delicate Blue +35  
284



Royal 7SN  
660



Royal Blue RB  
2144



Athletic Royal UF  
2955



Royal Blue Heather RH



Navy NY  
2767



Navy Heather N2



Grape Soda PZ  
2765



Purple PR  
2685



Pink Candy PKN  
2365



Coral Craze 6G  
709



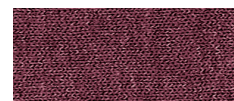
Crimson EGL  
1945



Cardinal CD  
195



Maroon MR  
5115



Maroon Heather UA



Red/Scarlet RR/SK  
186



Scarlet Heather S9



Athletic Red 5A  
186



Orange ON  
172



Gold/C. Gold GO/I6  
137



Kelly Green KG  
7725



Athletic Dark Green UC  
3435



Cactus B33  
5473



Dark Green 14  
5535



Dark Green Heather DH



Safety Green 82  
809

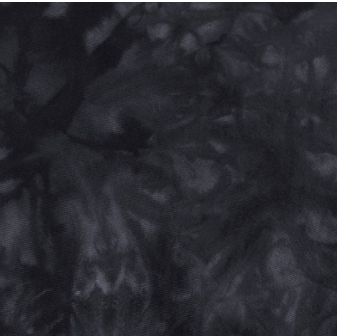


Safety Orange SH  
804

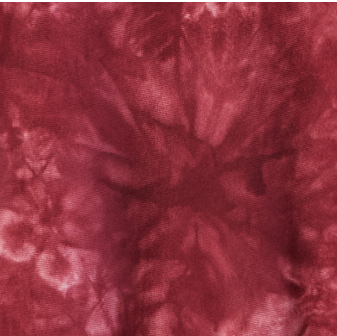
PMS colors may not be exact color matches.



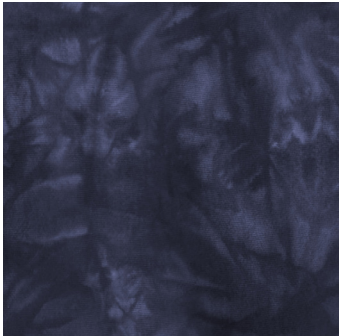
PATTERNS



Black Scunch Dye ARSE



Mulled Berry Scunch Dye AJCD



Navy Scunch Dye AJBD



Safety Green Camo CN



Safety Orange Camo C2



Stone Gray Camo XI



Wow Pink Camo WP



Concrete Camo A6OI



Olive Green Camo A6VI

**Champion® Embellishment and Collegiate Licensing Disclaimer**  
Champion® blank products purchased must be sold only with embellishment. The sale of unembellished or blank Champion® products to any third parties, whether on the internet or elsewhere is strictly prohibited. The decoration of any Champion® garment with the Champion marks (including the C Logo) or the proprietary marks, names, or logos of any collegiate sports teams or collegiate institution is expressly prohibited. The sale or shipment of Champion® products outside North America is also strictly prohibited.  
Champion® products shall not be embellished or decorated with content or imagery that (a) may imply or suggest the endorsement, sponsorship, approval, collaboration, or otherwise indicate an affiliation with the Champion® brand (b) is explicit, graphically violent, derogatory of any ethnic, racial, gender, or religious group or sexual orientation, profane, pornographic, or obscene; (c) endorses any form of hate or hate group or promotes politically charged or divisive messaging; or (d) promotes the excessive or irresponsible consumption of alcohol or promote the illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing).  
Champion reserves the right to discontinue sales to anyone found to be acting in violation of this policy or to be selling Champion® products to others who are acting in violation of this policy.  
©2021 Hanesbrands Inc. All rights reserved.



## Introducing the brand new BrandwearUnited.com portal.

All the information you need at your fingertips. From wholesaler inventories to color codes to image downloads. One more way we're committed to being your go-to partner.

Hanes®

COMFORTWASH  
from the makers of Hanes®

ALTERNATIVE.

Champion

