



Champion®



STYLE GUIDE

CHAMPION CREATIVITY
THROUGH EMBELLISHMENT





Canvas of culture

Work. Sport. Create.

For over 100 years, Champion has been designing innovative and authentic athletic apparel. Now we're building upon our long-standing legacy to bring athletes, creators and influencers even more ways to express their creativity with purpose. No matter where it's worn or how it's styled, Champion provides the opportunity for everyone to Champion What Moves Them.



CHAMPION EMBELLISHMENT AND COLLEGIATE LICENSING DISCLAIMER

Champion blank products purchased must be sold only with embellishment. The sale of an embellished 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.



Champion®



Champion a better tomorrow

Whether it's in our retail market or branded printwear, we are committed to creating a space where every body can authentically express themselves through their passions and help build up their communities. By being a platform for true expression, offering opportunities for upcycling and using lower-impact materials, we can continue to clear the way for a more sustainable future. Together we can Champion a better tomorrow.



People

We're elevating authentic community for every Champion and cultivating a genuine platform where all people feel accepted and are empowered to freely express their truest selves. We can own this space by developing new ways to support those who are experiencing inequality, building up our team members and supporters, and advancing opportunities for creators to unleash their artistry.



Planet

Collectively we're channeling our creativity into developing new ideas, options and solutions to Champion an eco-future. We believe in prioritizing our planet through finding ways to craft more sustainable products, exploring easily accessible upcycling opportunities, and continually evaluating our manufacturing processes.



Product

We're not afraid to challenge the way things have been done and embrace innovation in order to craft even better products and create a more sustainable tomorrow. For us this means finding new product features to support mental health and people with autism, diving into durability and wash less initiatives, and expanding on options for adaptive apparel.

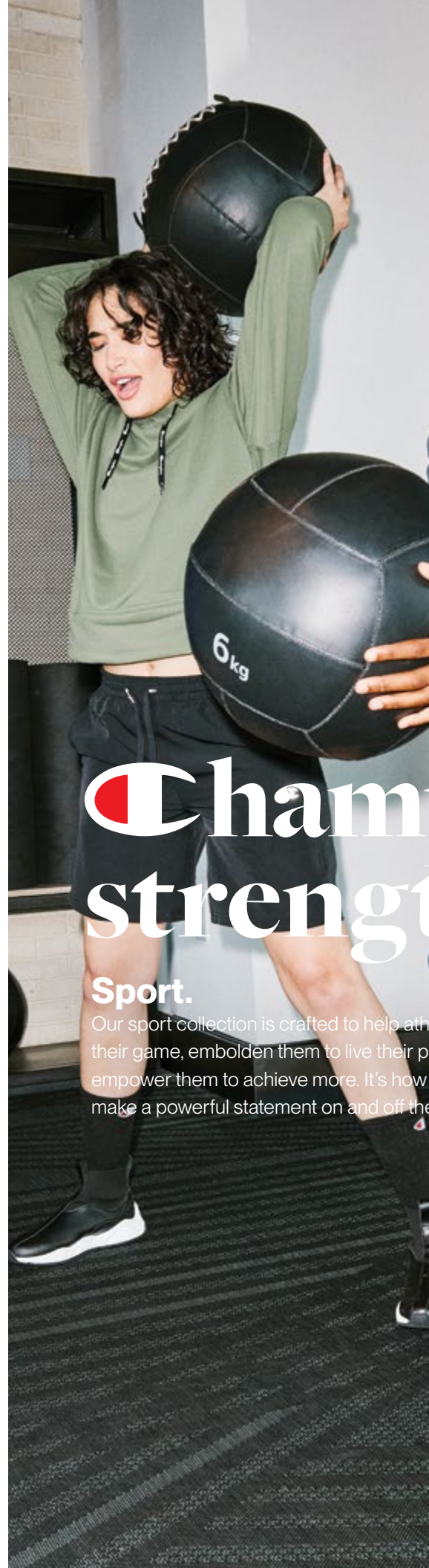


Champion lifestyle

Work.

The confident style of a Champion doesn't stop on Mondays. From the conference room to the home office, keep the inspired looks going all week long with Champion's best-selling work-ready collection.

SHOP > BRANDWEARUNITED.COM



Champion strength

Sport.

Our sport collection is crafted to help athletes perform at their best, embolden them to live their passion, and empower them to achieve more. It's how they can make a powerful statement on and off the field.



Champion
th

letes elevate
assion and
Champions
e field.



> CHAMPION TRENDS + COLOR FORECAST > 2024

Champion vision

Create.

We intentionally create apparel that sparks inspiration and generates genuine connectivity. Because every Champion deserves an unparalleled canvas to explore their creativity and express their true selves.





Reverse Weave[®]

THE ICONIC HEAVYWEIGHT

Making bold moves. Our Reverse Weave[®] collection offers reliable comfort, premium details and confident style that stands out from the crowd.





REVERSE WEAVE®

12 OUNCES

82% COTTON / 18% POLYESTER

CHAMPION "C" LOGO

IMPORTED



S101
REVERSE WEAVE®
PULLOVER HOODIE
S-3XL
LOOSE FIT
19 COLORS



S101SS
REVERSE WEAVE®
SHORT SLEEVE
PULLOVER HOODIE
S-3XL
LOOSE FIT
3 COLORS



RW01W
WOMEN'S
REVERSE WEAVE®
CROPPED HOODIE
XS-2XL
OVERSIZED FIT
4 COLORS



S149
REVERSE WEAVE®
CREWNECK SWEATSHIRT
S-3XL
LOOSE FIT
14 COLORS



GDS101
GARMENT DYED
REVERSE WEAVE®
PULLOVER HOODIE
S-3XL
LOOSE FIT
8 COLORS



TDS101
GARMENT DYED
SCRUNCH DYE
REVERSE WEAVE®
PULLOVER HOODIE
S-3XL
LOOSE FIT
3 COLORS



GDS149
GARMENT DYED
REVERSE WEAVE®
CREWNECK SWEATSHIRT
S-3XL
LOOSE FIT
5 COLORS



Oct. 14, 1952

S. N. FRIEDLAND ET AL
ATHLETIC GARMENT OR THE LIKE

2,613,360

Filed Aug. 13, 1951



RW10
REVERSE WEAVE®
SWEATPANT
WITH POCKETS
S-3XL
STANDARD FIT
4 COLORS



RW25
REVERSE WEAVE®
JOGGER
S-3XL
STANDARD FIT
4 COLORS

Fig. 1.



Fig. 2.



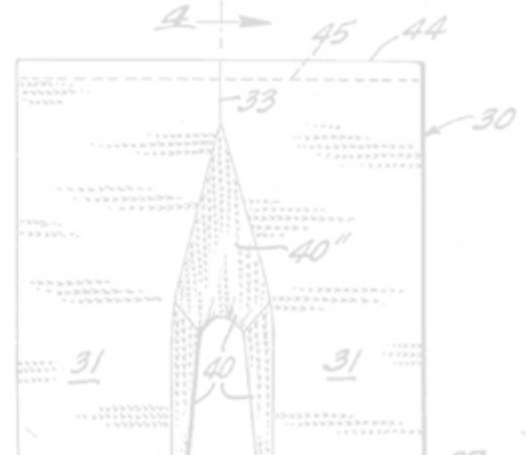
RW47
REVERSE WEAVE®
STADIUM BLANKET
60" X 72"
FULLY HEMMED EDGES
WITH JERSEY BINDING
1 COLOR



RW26
REVERSE WEAVE®
SHORT
S-3XL
MEN'S STANDARD FIT
3 COLORS

HISTORY 101 THE ORIGINAL HOODIE

We put our innovation to the test 80 years ago by creating the first hoodie, which is now a staple in sports, style and culture.





Powerblend®

WARMTH + DURABILITY

Crafted from an ultra-soft cotton and polyester blend that resists pilling and shrinking, our midweight Powerblend® collection is strong and durable, but light enough for everyday wear.

SHOP > [BRANDWEARUNITED.COM](https://brandwearunited.com)





POWERBLEND®

9 OUNCES

50% COTTON / 50% POLYESTER

CHAMPION "C" LOGO

IMPORTED



S600
POWERBLEND®
CREWNECK SWEATSHIRT
S-3XL
STANDARD FIT
27 COLORS



S700
POWERBLEND®
PULLOVER HOODIE
S-3XL
STANDARD FIT
28 COLORS



S800
POWERBLEND®
FULL-ZIP HOODIE
S-3XL
LOOSE FIT
5 COLORS



S450
POWERBLEND®
QUARTER-ZIP PULLOVER
S-3XL
STANDARD FIT
3 COLORS



S650
WOMEN'S
POWERBLEND®
CREWNECK SWEATSHIRT
S-2XL
WOMEN'S LOOSE FIT
5 COLORS



S760
WOMEN'S
POWERBLEND®
RELAXED HOODIE
S-2XL
WOMEN'S LOOSE FIT
5 COLORS



S790
YOUTH
POWERBLEND®
PULLOVER HOODIE
S-XL
STANDARD FIT
3 COLORS



P890
YOUTH
POWERBLEND®
SWEATPANT WITH POCKETS
S-XL
STANDARD FIT
3 COLORS



P950
POWERBLEND®
SWEATPANT
WITH POCKETS
S-2XL
SLIM FIT
3 COLORS



P800
POWERBLEND®
OPEN BOTTOM
SWEATPANT
WITH POCKETS
S-2XL
SLIM FIT
3 COLORS



P930
POWERBLEND®
JOGGER
S-2XL
STANDARD FIT
3 COLORS



FEATURES PERFORMANCE MADE EASY

Don't hold back! These blended styles are ultra-soft and offered in must-have colors that make them the perfect outlet for your inspired embellishments.



TAKE ON THE OUTDOORS OUT WHERE IT'S AT

The extra layer that says it all. These super popular jackets have been gaining fans for years with their authentic style and lightweight feel.

Outerwear

2.8-3.0 OUNCES
100% POLYESTER MICRO POPLIN
CHAMPION "C" LOGO
WIND AND RAIN RESISTANT
IMPORTED



CO125
FULL-ZIP
ANORAK JACKET
S-3XL
STANDARD FIT
5 COLORS



CO200
PACKABLE
ANORAK JACKET
S-3XL
STANDARD FIT
16 COLORS



CO126
COACHES
JACKET
S-3XL
STANDARD FIT
3 COLORS





**VINTAGE LOOK.
INSTANT FAVORITE.**

Let your creativity flow. Ready to take on your next unique design, these garment dye tees and sweats pop with rich hues and dip dye tones.

Garment Dyed

CD100, CD100D, CD200

6 OUNCE

100% RING SPUN COTTON

CHAMPION "C" LOGO

WOVEN CHAMPION LABEL

IMPORTED

CD400, CD400D, CD450

10 OUNCE

90% RING SPUN COTTON / 10% POLYESTER

CHAMPION "C" LOGO

WOVEN CHAMPION LABEL

IMPORTED



CD100
SHORT SLEEVE
GARMENT DYED TEE
S-3XL
STANDARD FIT
10 COLORS



CD100D
SHORT SLEEVE
DIP DYE TEE
S-3XL
STANDARD FIT
4 COLORS



CD200
LONG SLEEVE
GARMENT DYED TEE
S-3XL
STANDARD FIT
6 COLORS



CD400
GARMENT DYED
CREWNECK SWEATSHIRT
S-3XL
STANDARD FIT
7 COLORS



CD400D
DIP DYE
CREWNECK SWEATSHIRT
S-3XL
STANDARD FIT
4 COLORS



CD450
GARMENT DYED
PULLOVER HOODIE
S-3XL
STANDARD FIT
7 COLORS



RISE TO THE CHALLENGE

Go beyond the norm and unleash real style
with our Sport collection, made to support
any athlete's performance in the game,
at the gym or on the go.

Performance

TO 00 00 FL





PERFORMANCE
CHAMPION "C" LOGO
IMPORTED



CHP100
WOMEN'S GAME DAY
HOODIE
S-XL
WOMEN'S LOOSE FIT
3 COLORS



CHP180
GAME DAY
HOODIE
S-2XL
STANDARD FIT
4 COLORS



CHP190
GAME DAY
QUARTER-ZIP
S-2XL
STANDARD FIT
4 COLORS



CHP200
GAME DAY
JOGGER
S-2XL
STANDARD FIT
2 COLORS



CHP130
WOMEN'S RELAXED
ESSENTIAL TEE
S-2XL
WOMEN'S LOOSE FIT
4 COLORS



CHP140
WOMEN'S CUTOUT
LONG SLEEVE TEE
S-2XL
LOOSE FIT
4 COLORS



CHP150
WOVEN CITY
SPORT SHORT
S-2XL
STANDARD FIT
1 COLORS



CHP160
SPORTS
TEE
S-2XL
STANDARD FIT
4 COLORS



CHP110
WOMEN'S FITTED
CROP TANK
S-XL
FITTED
2 COLORS



CHP115
MEN'S MICRO MESH
POLO
S-2XL
STANDARD FIT
5 COLORS



CHP120
WOMEN'S
7/8 LEGGING
S-2XL
FITTED
2 COLORS



CHP170
SPORTS
MUSCLE TEE
S-2XL
STANDARD FIT
2 COLORS



S162
MESH SHORT
WITH POCKETS
S-2XL
STANDARD FIT
7 COLORS



B900
ABSOLUTE
RACERBACK
SPORTS BRA
XS-XL
FITTED/MEDIUM SUPPORT
2 COLORS



STYLES FOR EVERY BODY

Celebrate the wins with this casual, breathable collection. Our Cotton Jersey offers a wide selection of best-selling colors that are ready for your next creative vision.

Cotton Jersey







COTTON JERSEY

9 OUNCES

50% COTTON / 50% POLYESTER

CHAMPION "C" LOGO

IMPORTED



T425
SHORT SLEEVE
T-SHIRT
S-3XL
STANDARD FIT
26 COLORS



CC8C
LONG SLEEVE
T-SHIRT
S-3XL
STANDARD FIT
12 COLORS



T137
RAGLAN BASEBALL
T-SHIRT
S-3XL
STANDARD FIT
6 COLORS



T105
SHORT SLEEVE
HERITAGE JERSEY T-SHIRT
S-3XL
LOOSE FIT
8 COLORS



T453
LONG SLEEVE
HERITAGE JERSEY T-SHIRT
S-3XL
LOOSE FIT
4 COLORS



T453W
WOMEN'S CROPPED
SHORT SLEEVE
HERITAGE JERSEY T-SHIRT
XS-2XL
LOOSE FIT
5 COLORS



T435
YOUTH
SHORT SLEEVE
T-SHIRT
S-XL
STANDARD FIT
4 COLORS



8187
COTTON GYM SHORT
S-3XL
LOOSE FIT
5 COLORS



8180
COTTON GYM SHORT
WITH POCKETS
S-3XL
STANDARD FIT
3 COLORS



FEATURES

BREATHABLE COTTON

In-demand silhouettes and all-day comfort make our Cotton Jersey the ideal platform for creators to show off what moves them.



POWERBLEND®



GAME DAY

Champion detail

What sets exceptional apparel apart from the ordinary is all in the details. Every style in our branded printwear collection is designed with premium quality construction, built-in comfort and branded with the iconic Champion logo.

SHOP > BRANDWEARUNITED.COM



COTTON JERSEY



OUTERWEAR



REVERSE WEAVE®

Champion[®]

DOUBLE-LAYER HOOD —————

**TIE-KNOT
DRAWSTRINGS** —————

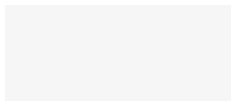
**HAND-WARMER
KANGA POCKET** —————

**SIGNATURE
STRETCH
SIDE PANELS** —————

**THE
SIGNATURE
“C”**



Over 80 years ago, Champion's Reverse Weave[®] Hoodie changed the game for athletes. This legendary heavyweight fleece hoodie is the perfect canvas for trend-setters and style-makers to courageously display what drives them. With quality details, like our double-layer hood, hand-warmer kanga pocket, robust double-needle stitching, and signature stretch side panels, this hoodie continues to be a fan favorite.



White WH



Black BK
Black 6



Ash/Silver Gray AS/SV



Light Steel LW



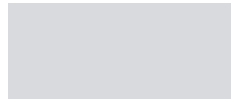
Natural NT
468



Sand BM
Warm Gray 3



Chocolate Brown CWK
476



Stone Gray R7
Cool Gray 2



Athletic Gray 34
428



Oxford Gray OX



Graphite BQ
430



Concrete R6F
424



Charcoal Heather HL



Ebony Heather QRX



Railroad Gray Heather 4AM



Stealth 93M
432



New Railroad 66
433



Blue Lagoon A6JI
638



Tempo Teal ZSP
312



Pale Seafoam 4KF
5513



Collage Blue RVB
657



Light Blue LB
284



Delicate Blue +35
284



Saltwater WR
2138



Royal Blue RB
2144



Royal Blue Heather RH



Late Night Blue A6UI
302



Athletic Royal UF
2955



Navy NY
2767



Athletic Navy AN
282



Navy Heather N2



Purple PR
2685



Grape Soda PZ
2765



Maroon MR
5115



Maroon Heather UA



Cardinal CD
195



Scarlet Heather S9



Crimson EGL
1945



Red/Scarlet RR/SK
186



Red River Clay A6ZI
2032



Coral Craze 6G
709



Wow Pink 6A
213



Pink Candy PKN
2365



Body Blush K8L
2050



Orange ON
172



Gold Glint AMZG
7565



Gold/C. Gold GO/16
137



Safety Green 82
809



Fresh Olive A6PI
7763



Emerald Green EB
7720



Cactus B33
5473



Athletic Dark Green UC
3435



Kelly Green KG
7725



Dark Green Heather DH

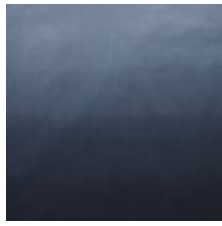


Dark Green 14
5535

NEW 2024 COLORS



Army Ombre ASYQ



Black Ombre ASWQ



Maroon Ombre ASXQ



Athletic Royal Ombre ASVQ

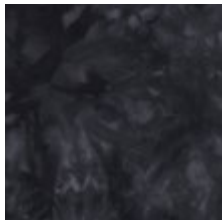


Black Heather ORS

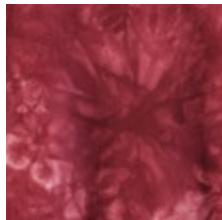


Stealth Heather QU8

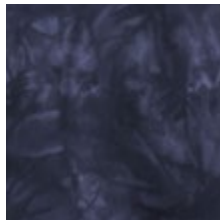
PATTERNS



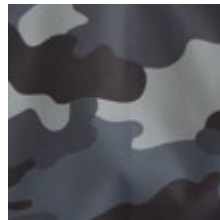
Black Scrunch Dye ARSE



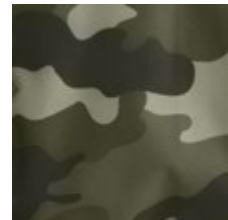
Mulled Berry Scrunch Dye AJCD



Navy Scrunch Dye AJBD



Concrete Camo A601



Olive Green Camo A6V1

FIBER CONTENT

REVERSE WEAVE*

12 OUNCES
82% COTTON /
18% POLYESTER*
CHAMPION "C" LOGO
IMPORTED

* Charcoal Heather – 67% cotton/
33% polyester; Oxford Gray –
77% cotton/23% polyester;
Silver Gray – 81% cotton/19% polyester

GARMENT DYED

CD100, CD200
6 OUNCES
100% RING SPUN
COTTON
CD400, CD450
10 OUNCES
90% RING SPUN COTTON /
10% POLYESTER
GDS101, TDS101, GDS149
12 OUNCES
91% RING SPUN COTTON /
9% POLYESTER

ALL GARMENT DYED STYLES
CHAMPION "C" LOGO
WOVEN CHAMPION LABEL
IMPORTED

POWERBLEND*

9 OUNCES
50% COTTON /
50% POLYESTER*
CHAMPION "C" LOGO
IMPORTED

* Light Steel: 50% cotton/
40% polyester/10% black polyester;
Ash/Silver Gray: 50% cotton/
49% polyester/1% black polyester

COTTON JERSEY

5 - 7 OUNCES
100% COTTON*
CHAMPION "C"
LOGO
IMPORTED

* Charcoal Heather: 50% cotton/
50% polyester; Light Steel:
90% cotton/10% polyester;
Ash/Silver Gray: 99% cotton/
1% polyester; Oxford Gray:
90% cotton/10% polyester

OUTERWEAR

CO125, CO126, CO200
3 OUNCES
100% POLYESTER MICRO POPLIN
CHAMPION "C" LOGO
WIND AND WATER RESISTANT
IMPORTED

PERFORMANCE

8180, 8187
6 OUNCES
100% COTTON JERSEY*
S162, 8731
3.7 OUNCES
100% POLYESTER
B900
7.4 OUNCES
89% POLYESTER /
11% SPANDEX
ALL PERFORMANCE STYLES
CHAMPION "C" LOGO
IMPORTED

* Oxford Gray: 90% Cotton/
10% Polyester; Silver Gray:
99% Cotton/1% Polyester

SPORT

CHP100, CHP180,
CHP190, CHP200
5.5 OUNCES
95% POLYESTER /
5% SPANDEX
CHP110, CHP120
7.4 OUNCES
78% POLYESTER /
22% SPANDEX
CHP130, CHP140
5.3 OUNCES
89% POLYESTER /
11% SPANDEX
CHP150
5.1 OUNCES
92% POLYESTER /
8% SPANDEX
CHP160, CHP170
4.4 OUNCES
97% POLYESTER /
3% SPANDEX
ALL SPORT STYLES
CHAMPION "C" LOGO
IMPORTED

