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2026

American Apparel® Lookbook



BR2107 in Smokey Violet, 13ML0 in White and Mushroom, BR210 and FTP00 in Heather Grey, FTEX00 in Lieutenant, 207GD in Faded Navy, and FTCB0 in Powder Pink.

American Apparel[®] **DESIGNED FOR** **WHAT'S NEXT.**

American Apparel — where premium fabric meets intentional fit and modern design. With a focus on refined silhouettes, clean print surfaces, and a premium handfeel, every piece is built to deliver a higher-value look and feel.

Designed for premium swag, event merch, and retail-ready collections for in-store and online sellers, these styles deliver where it matters most. A cohesive unisex assortment, expanded fit stories, and year-round versatility make it easy to build collections that feel current, considered, and built for today's consumer. American Apparel delivers garments people want to wear, not just generic logo tees. Premium, style-forward apparel, with up-to-date fits, extend your brand beyond the sale by turning everyday wear into sustained, real-world value.

American Apparel is built for programs where the blank is the product — elevated, retail-ready, and designed to drive higher perceived value across every channel.

REDEFINE THE BLANK WITH
AMERICAN APPAREL[®]

BRAND DNA



Iconic, expressive, and rooted in culture, American Apparel has long defined what modern basics look and feel like. Today, the brand evolves its legacy for the brandable merchandise market, bringing fashion-driven silhouettes and premium quality to a new generation of creators, decorators, retailers and Promotional Products Distributors.

At its core, the brand is built on intention — from refined fits and premium handfeel for a clean and structured surface made for decoration.

Every style is created to deliver a polished look, strong resale potential, and lasting wear.

Responsibly made, American Apparel products are produced under Gildan's **Made With Respect™** commitment, supporting ethical manufacturing, environmental responsibility, and transparency across the supply chain.

American Apparel isn't just a blank — it's a foundation for brands, built to elevate what comes next.

[SHOP AMERICAN APPAREL](#)



American Apparel® x LIVE NATION®

PREMIUM ICONIC AUTHENTIC

American Apparel® crafts the culture.

American Apparel® is the exclusive printwear supplier for the world's leading live entertaining company: Live Nation®. A partnership powered by creativity and dedication to helping creators craft the culture. Together, we're blending forces to craft timeless experiences.

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TARGET MARKETS

CONSUMER MARKETS

Rebrand for Retail

Fashion-forward blanks for retail-ready collections, capsule drops, and brand launches driven by elevated fits and premium fabric.

Events & Experiences

Elevated event merch (music tours, festivals) with premium feel, garment-dyed options, and trend silhouettes that drive post-event wear.

Group Activities & Giveaways

Identity-driven apparel that feels exclusive and inspired by retail, ideal for limited runs and members-only programs.

SCHOOL & TEAM MARKETS

Athletes & Teams

Designed for lifestyle crossover rather than performance, ideal for off-field wear, team-issued apparel, and retail-inspired team collections that extend beyond the game.

Collegiate & Campus Retail

Retail-driven spiritwear and campus collections featuring trend driven fits, cropped, boxy, and oversized, that resonate with style focused students, alumni, and campus stores.



2001 in Pink, Sage, and Panna Cotta.

CORPORATE MARKETS

Swag Recipients

Premium swag that's keep-worthy, bridging the gap between merch and retail apparel with higher perceived value, making it an ideal choice for corporate programs, branded merchandise, and employee gifts.

SPECIALTY WORKWEAR MARKETS

Wellness Professionals

Suited for wellness, gyms, and boutique fitness environments where style-forward groups elevate brand perception in external-facing settings.

Service Industry Workers

Perfect for elevated uniforming of bars, cafes, and breweries where staff apparel is part of the brand aesthetic.

NEW

Fresh silhouettes, elevated fabrics, and forward-thinking design — this is where American Apparel pushes what's next. From body-contouring Baby Rib to modern boxy tees and refined outer layers, these styles are built to capture the culture and elevate collections.

BR210 in Smokey Violet.



BR210

Women's Baby Rib
Cropped Tee

S – 2XL

PRODUCT DETAILS

6.5 oz., 96/4 cotton/spandex, 36 singles, fitted fit
6 Colors Available

PRODUCT DIFFERENTIATOR

Fashion-forward

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
School & Team (Collegiate)

COMPANION STYLES

BR2107, BR2101

[SHOP BR210](#)

[SHOP BABY RIB →](#)



207GD

Unisex Heavyweight Cotton
Garment-Dyed Boxy Muscle Tee

S – 3XL

PRODUCT DETAILS

6 oz., 100% cotton, 18 singles

5 Colors Available

PRODUCT DIFFERENTIATOR

Heritage heavyweight

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
School & Team (Athletes, Collegiate),
Specialty Workwear (Service Industry Workers)

COMPANION STYLES

1301GD, 1302GD, 307GD

[SHOP 207GD](#)

[SHOP HEAVYWEIGHT →](#)



FTJ00

Women's French Terry
Full-Zip Jacket

S – 2XL

PRODUCT DETAILS

9.4 oz., 85/15 combed ring-spun cotton/polyester,
30 singles, structured fit

6 Colors Available

PRODUCT DIFFERENTIATOR

All season versatility. Fashion-forward matching sets.

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
School & Team (Athletes, Collegiate),
Corporate (Hybrid-Workers, Giveaways)

COMPANION STYLES

FTCB0, FTP00, FTEX00, FTJ77

[SHOP FTJ00](#)

[SHOP FRENCH TERRY →](#)

TRENDING

These are the styles shaping the moment. Driven by evolving fits, streetwear influence, and retail demand, each piece reflects what today's consumer is reaching for: heavyweight fabrics, vintage finishes, and effortless versatility.

102 in Arctic and 307GD in Faded Brown.



102

Women's Fine Jersey
Boxy Tee

S - 2XL

PRODUCT DETAILS

4.5 oz., 100% ring-spun cotton, 30 singles,
mid-length boxy fit

13 Colors Available

PRODUCT DIFFERENTIATOR

Comfortable and flattering

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Wellness Professionals, Service
Industry Workers), School & Team (Athletes, Collegiate)

COMPANION STYLES

2001Y, 2001, 2408, 2007

[SHOP 102](#)

[SHOP FINE JERSEY TEES →](#)



13MLO

Unisex Heavyweight
Cotton Boxy Tee

S – 3XL

PRODUCT DETAILS

6 oz., 100% U.S. cotton, 18 singles, boxy fit

8 Colors Available

PRODUCT DIFFERENTIATOR

Heritage heavyweight

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Service Industry Workers)

COMPANION STYLES

1304, 1301

[SHOP 13MLO](#)

[SHOP HEAVYWEIGHT →](#)



1301GD

Unisex Garment-Dyed
Heavyweight Cotton Tee

S – 3XL

PRODUCT DETAILS

6 oz., 100% cotton, 18 singles, relaxed fit

10 Colors Available

PRODUCT DIFFERENTIATOR

Heritage heavyweight. Garment-dyed vintage look.

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Service Industry Workers),
School & Team (Athletes, Collegiate),
Corporate (Hybrid-Workers, Giveaways)

COMPANION STYLES

1302GD, 307GD, 207GD

[SHOP 1301GD](#)

[SHOP GARMENT-DYED →](#)

INDUSTRY ICONS

The foundation of the brand — timeless, reliable, and proven to perform. These bestselling staples combine premium construction with versatile fits, delivering consistent results and lasting appeal across every market.

RF494 in Blush, 13ML0 in Mushroom, 1302GD in Faded Black, and FTEX00 in Lieutenant.



1301

Unisex Heavyweight
Cotton Tee

S – 4XL

PRODUCT DETAILS

6 oz., 100% cotton, 18 singles, relaxed fit
19 Colors Available

PRODUCT DIFFERENTIATOR

Volume driver. Heritage heavyweight.

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Service Industry Workers),
School & Team (Athletes, Collegiate)

COMPANION STYLES

13ML0, 1304

[SHOP 1301](#)

[SHOP HEAVYWEIGHT COTTON →](#)



9001

Unisex Super Heavyweight Tee

S – 3XL

PRODUCT DETAILS

9 oz., 80/20 ring-spun cotton/polyester, 12 singles, oversized boxy fit

10 Colors Available

PRODUCT DIFFERENTIATOR

Fashion-forward. Premium heavyweight.

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Service Industry Workers),
School & Team (Athletes, Collegiate)

COMPANION STYLES

9410

[SHOP 9001](#)

[SHOP SUPER HEAVYWEIGHT →](#)



2001

Unisex Fine Jersey Tee

XS – 4XL

PRODUCT DETAILS

4.5 oz., 100% combed ring-spun cotton, 30 singles

38 Colors Available

PRODUCT DIFFERENTIATOR

Timeless comfort.

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
School & Team (Collegiate),
Corporate (Hybrid-Workers, Giveaways),
Specialty Workwear (Service Industry Workers)

COMPANION STYLES

102, 2001Y, 2408, 2007

[SHOP 2001](#)

[SHOP FINE JERSEY TEES →](#)

REFLEX FLEECE

Reimagined and recycled, 3-end fleece designed with a premium handfeel and modern fit, delivering comfort. Made sustainably with U.S. cotton and recycled polyester, ReFlex is American Apparel's answer to modern street fleece.

RF491 and RF496 in Sea Blue and Brown.



RF491

Unisex ReFlex Fleece
Sweatpants

S – 3XL

PRODUCT DETAILS

7.6 oz., 70/30 combed ring-spun U.S. cotton/recycled polyester, 31 singles, relaxed fit

6 Colors Available

PRODUCT DIFFERENTIATOR

3-end lightweight recycled poly fleece

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Wellness Professionals),
School & Team Fans (Collegiate)

COMPANION STYLES

RF494, RF497, RF496, RF498

[SHOP RF491](#)

[SHOP REFLEX FLEECE →](#)



RF494

Women's ReFlex Fleece
Crewneck Sweatshirt

S – 2XL

PRODUCT DETAILS

7.6 oz., 70/30 combed ring-spun U.S. cotton/recycled polyester, 31 singles, relaxed fit

6 Colors Available

PRODUCT DIFFERENTIATOR

3-end lightweight recycled poly fleece

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Wellness Professionals),
School & Team Fans (Collegiate)

COMPANION STYLES

RF491, RF497, RF496, RF498

[SHOP RF494](#)

[SHOP REFLEX FLEECE →](#)



RF498

Unisex ReFlex Fleece
Hoodie Sweatshirt

XS – 4XL

PRODUCT DETAILS

7.6 oz., 70/30 combed ring-spun U.S. cotton/recycled polyester, 31 singles, relaxed fit

12 Colors Available

PRODUCT DIFFERENTIATOR

3-end lightweight recycled poly fleece

TARGET MARKET/USE CASE

Consumer (Rebrand for Retail, Creators, Events),
Specialty Workwear (Wellness Professionals),
School & Team Fans (Collegiate)

COMPANION STYLES

RF494, RF491, RF497, RF496

[SHOP RF498](#)

[SHOP REFLEX FLEECE →](#)

FIT STORY



2001

FIT
RELAXED

BODY LENGTH
30.25"

CHEST
22"

**ACROSS
SHOULDER**
19.875"

SHOP 2001 →



1301 & 1301GD

FIT
RELAXED

BODY LENGTH
30.5"

CHEST
22"

**ACROSS
SHOULDER**
20.75"

**SHOP 1301
& 1301GD** →



BR210

FIT
FITTED

BODY LENGTH
18"

CHEST
14.5"

**ACROSS
SHOULDER**
13.25"

SHOP BR210 →



1302GD

FIT
**CROP
BOXY**

BODY LENGTH
18.5"

CHEST
20.5"

**ACROSS
SHOULDER**
19.75"

SHOP 1302GD →



13ML0

FIT
BOXY

BODY LENGTH
27"

CHEST
25"

**ACROSS
SHOULDER**
22"

SHOP 13ML0 →



FTEX00

FIT
**OVERSIZED
BOXY**

BODY LENGTH
29"

CHEST
25"

**ACROSS
SHOULDER**
26"

SHOP FTEX00 →



102

FIT
**MID-LENGTH
BOXY**

BODY LENGTH
21"

CHEST
20"

**ACROSS
SHOULDER**
18"

SHOP 102 →



FTCB0

FIT
**MID-LENGTH
OVERSIZED
BOXY**

BODY LENGTH
21"

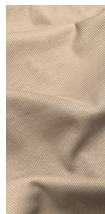
CHEST
22.5"

**ACROSS
SHOULDER**
21"

SHOP FTCB0 →

FABRIC GUIDE

Explore the range of 11 fabrics American Apparel® has to offer, each uniquely designed to produce a premium, high-quality feel and an iconic look.



BABY RIB

96% Cotton
4% Spandex
6.5 oz.
36 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐

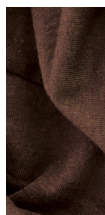


FRENCH TERRY

85% Combed
Ring-Spun Cotton
15% Polyester
9.4 oz.
30 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



SUPER HEAVYWEIGHT

80% Cotton
20% Polyester
9.0 oz.
12 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



CVC

60% Combed
Ring-Spun Cotton
40% Recycled Polyester
4.6 oz.
30 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



HEAVYWEIGHT

100% U.S. Cotton
6.0 oz.
18 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐

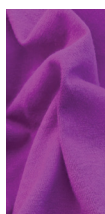


SUEDED JERSEY

100% Combed
Ring-Spun Cotton
5.2 oz.
24 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



FINE JERSEY

100% Ring-Spun Cotton
4.5 oz.
30 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



TRI-BLEND

50% Polyester
25% Combed
Ring-Spun Cotton
25% Rayon
4.0 oz.
30 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



REFLEX

70% Combed
Ring-Spun Cotton
30% Polyester
7.6 oz.
31 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



GARMENT-DYED HEAVYWEIGHT

100% U.S. Cotton
6.0 oz.
18 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐



PIQUE

100% Ring-Spun
Cotton
6.5 oz.
24 singles

Decorating Techniques

DTG ☐
Embroidery ☐
Heat Transfer ☐
Screen Print ☐
Sublimation ☐

Legend: ☒ Ideal, ☐ Acceptable, ☐ Not recommended

Recommended decorating techniques may vary by heather color.



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American
Apparel®

Cover: 1302GD in Faded Lapis.

Back Cover: 1302GD in Faded Lapis and 1301GD in Faded Black.