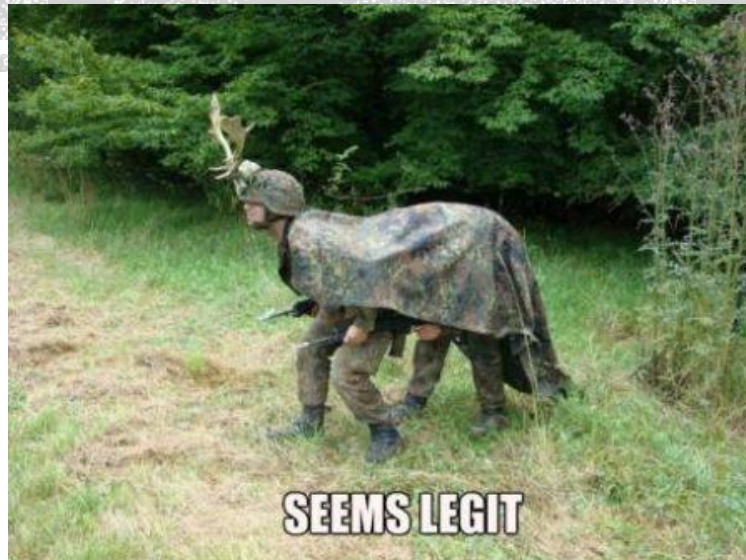


# DYK-PRESENTS: WHAT YOU NEED TO KNOW ABOUT CAMO.



# TRENDING UP → CAMO! Why is camo not going away?!

## Because it is awesome. So get on board and learn to love CAMO.

*RIGHT WHEN YOU THINK IT'S IMPOSSIBLE FOR AN OLD TREND TO MAKE A COMEBACK, IT RESURRECTS ITSELF. THAT TREND OF COURSE IS **CAMO**!!!! THE SAYING "WHAT GOES AROUND COMES AROUND" NOT ONLY WORKS WITH KARMA, BUT FASHION TRENDS ALSO. WHEN THERE'S THAT ONE TREND THAT YOU REFUSE TO LET GO OF, YOU DON'T HAVE TO!*

*THE **CAMO** TREND HAS MADE ITS WAY BACK INTO THE STREET STYLE SCENE. A LOT LIKE THE LEOPARD PRINT TREND, IT HAS APPEARED IN NUMEROUS INCARNATIONS. RECENTLY, MOST DESIGNERS HAVE TAKEN THE MILITARY CAMOUFLAGE TREND TO A WHOLE NEW LEVEL. IT IS NOW SEEN EVERYWHERE. HIGH FASHION, RETAIL, SPORTS, CLUBS...YOU NAME IT #CAMOEVERYTHING*

### Where you might see camo...ideas & possible places to wear camo:

- Traditionally camo is used for hunting, fishing and military training
- A huge trend in camo right now is camo everything for **sport teams**! Anything from flag football to mud runs
- BUT camo is also great for **fundraising** and **charity events**. If you want *your* group to stand out and make a statement, think, **pink camo** for Breast Cancer Awareness month!
- Wear camo for **team builds** and other **corporate events** like: paintballing, obstacle courses or marathons, charity functions
- Camo is a cool look when worn in: **boot camp, cross fit, zumba classes**, etc. Great uniform for personal trainers, security, gyms, athletic training facilities
- Camo is also a fun look for **colleges** and **university team spirit wear**. Sororities and fraternities can logo team #s or school mascot on tees, caps, bags, etc.
- Camo also makes **unique uniform** options in skateboard shops, snowboard shops, bike shops, outdoor retail shops and bars. It would definitely be easy to spot your sales person/server if they were wearing camo
- Or simply wear camo to make a **fashion statement**!

NHL.





# HOW TO WEAR CAMO WITHOUT BLENDING IN- STAND OUT IN CAMO GEAR!

## Flag football



## Lacrosse



## School clubs



## Volleyball



## Ice hockey



## Mud run



If your customers are hesitant about buying in on this trend, remember that these prints pair well with neutrals. So think blacks, denims and greys & you will excel with this FUN LOOK! The Camo trend is so versatile it can be used anywhere any time. You may be camouflaged right now without even noticing. Happy Selling!





# OUR CURRENT CAMO SELECTION.

ATC™ CONTRAST TIPPED  
VISOR CAP **C1304**



ATC™ MID PROFILE  
TWILL CAP **C130**



ATC™ MID PROFILE  
TWILL YOUTH CAP **Y130**



ATC™ DISTRESSED  
MILITARY CAP **C180**



ATC™ KNIT TOQUE  
**C100**



NEW ERA® FLAT BILL  
SNAPBACK CAP **NE400**



NEW ERA® SNAPBACK  
TRUCKER CAP **NE205**



ATC™ CINCH PACK  
**B120**



ATC™ RETRO  
BACKPACK **B1029**



ATC™ EUROSPUN TEE  
**ATC8000**



ATC™ EUROSPUN YOUTH TEE  
**ATC8000Y**



ATC™ EUROSPUN V-NECK  
LADIES' TEE **ATC8001L**



ATC™ ES ACTIVE  
BASEBALL TEE **ATC0822**



ATC™ ES ACTIVE BASEBALL  
YOUTH TEE **ATC0822Y**