



ATHLEISURE FASHION

WHAT IS KOI®?

Pronounced *K-oy*, (*rhymes with toy*), KOI® is a new in-house athleisure clothing brand from The Authentic T-Shirt Company®/SanMar Canada. Similar brand listings include: Alternative Apparel, Bella + Canvas®, American Apparel and Next Level. With the new, ever growing trend in athleisure fashion, we felt that it was important to offer our customers a new line of apparel that brought together comfort and fashion in an effort to help them expand and grow their business.

WHAT DOES THIS BRAND'S NAME REPRESENT/SIGNIFY?

The koi fish symbolizes a powerful and energetic life force. Many cultures believe that the koi fish represents good fortune, success, prosperity, longevity, courage, ambition and perseverance. We hope our clothing will inspire those who wear it to live a healthier, happier lifestyle. Through the combination of the koi fish scale pattern and a very strong Japanese design influence, the logo depicts the Zen you will feel when you wear this brand.

ARE THERE ONLY 2 STYLES FOR THIS BRAND?

Yes, we have started with 2 styles, the most popular and most worn TRIBLEND fabric. You can look forward to seeing even more new athleisure styles arrive for 2017.

WHAT IS ATHLEISURE?

Athleisure represents a progression where fashion meets function. Athleisure is the result of people embracing healthier lifestyles, while also demanding more functionality from their wardrobes. The key for everyday comfort is soft fabrics that provide the ultimate in function & fashion, with flattering silhouettes for your everyday wear.

