



SALES TIP
 Trimark recommends targeting a more modern company with this jacket. Think tech startup, ski resort, fitness, entertainment or sports. While the look is somewhat sporty and perfect for millennials, it works for style-conscious 30- to 50-somethings too.

BEST OUTERWEAR

This insulated jacket offers lightweight warmth for an active lifestyle. "It's a hybrid that combines style, function and performance in an all-new way," says Teddy Tumulty, marketing coordinator for Trimark. The jacket has a water-repellent finish that keeps the wearer dry, and reflective details on the sleeve and back add visibility. It also has a dropped back hem, contoured cuffs with thumb exits, and an interior media pocket and cord guide. ♦ **BEST FEATURE:** The textured double-knit of the sleeves and body panel provide a nice contrast and increase range of motion, while the featherweight insulation of the main body keeps the wearer warm without feeling bulky.

★ WINNER

Hybrid Insulated Jacket (TM99555)

Supplier: Trimark (asi/92121); pcna.com/trimark



1st Runner-Up
Sherpa Full-Zip Jacket (Q12)
Supplier: Boxercraft (asi/41325); wholesale.boxercraft.com



2nd Runner-Up
Hard-Shell Jacket With Detachable Hood (DF7672)
Supplier: SanMar Canada (asi/34864); sanmarcanada.com

TRENDS

THE HOTTEST
APPAREL AND
ACCESSORIES

This Month: T-Shirts

A New Twist

THE T-SHIRT HAS COME a long way from its origins a century ago as an undergarment. These days, tee styles can be as unique as the individuals wearing them. Fashion tees, in particular, come in a wide range of styles, like this twist-front tee from Boxercraft (asi/41325). With comfort paramount, relaxed and flowy cuts have been all the rage. But comfort doesn't mean sacrificing style. The twist front adds visual interest to a basic tee and is reminiscent of the way trendy teens in the '80s would tie a knot in the hem of their oversized neon T-shirts. That's a cinch.

—Patricia Cangelosi

Ladies twisted tee (T52)
from **Boxercraft** (asi/41325);
boxercraft.com

