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# WEARABLES

THE VISION OF THE DECORATED APPAREL INDUSTRY

com February 2017

## Executive Jacket (6305 Eleanor)

### BEST APPAREL INNOVATION

**BACKGROUND:** When the team at Storm Creek sourced 100% texturized herringbone polyester fabric, they knew it was meant for something big. "We set out to design a game-changing jacket that not only performs in the elements, but is also the epitome of classic fashion," Storm Creek's CEO Teresa Fudenberg says. "Our vision was the perfect outerwear that could be worn in the mountains or the office. The fabric is used in European outerwear that sells for about \$500 at retail."

**BEST FEATURE:** The detachable hood has a concealer flap "for a clean, classic look," Fudenberg says. The hood fits into an oversized inside stash pocket when not in use.

**DECORATION TIP:** This garment would look great with embroidery and heat seal, as well as laser etching on the light heather gray version. It's appropriate for a number of markets, including media, finance, automotive and outside sales.



Dark Heather Gray/Cobalt

Light Heather Gray/Black



+ Men's Companion:  
6300 Donald

