

# SCORING A TOUCHDOWN with Lady 12s and Football Fan Apparel

## CHALLENGE ///

Lady 12s, a seller of football fan gear for women in the Northwest, wanted to expand their offering of blue and green apparel and accessories, capitalizing on increased team excitement in the Seattle region.



## SOLUTION ///

Lady 12s collaborated with SanMar's Custom Apparel Team to create unique apparel and accessories for their customers.

After evaluating popular ladies styles and adjusting colors to match the football team look, SanMar created several shirts, dresses and knit pieces specifically for Lady 12s. Existing SanMar products inspired some of these new private-label styles including a blue and green version of the Bling Tee (DM424), an updated Racerback Dress (DM423) and a new take on the Varsity V-Neck Tee (DT264) with a large sequined 12 on the front. Other all-new options included arm sleeves, scarves, hats and more.

All of these styles are made in the same factory so there is a consistent look and feel between each item, making it easy to mix and match pieces for even more team pride. Equally important to Lady 12s is the broad size range offered by SanMar, making their customer products ideal for outfitting all of football's female fans.

## RESULTS ///

Online sales exploded after the new product additions. Fashion shows featuring local celebrities in the products also increased interest in this feminine line. Additionally, Lady 12s has expanded its reach, with products now available to buy in Safeway grocery stores across the Seattle area. The ultra-feminine, blingy products added an air of sophistication to fan apparel, and made all the female fans want to include these styles in her closet!

## NEXT STEPS ///

Lady 12s continues to work with SanMar on new fabrics and products for football fans. Future offerings will likely include fleece jackets, yoga pants, new prints and more.

