

What types of custom apparel can I sell?

Custom printed apparel comes in many different forms, so it can be hard to decide what to sell in today's vast and diverse market. Let's take a look at some of the most popular types of custom apparel.



T-Shirts

T-shirts are by far the most popular type of custom printed apparel. With short sleeves and a variety of necklines and fits, they are versatile and comfortable.

T-shirts are commonly used for brand promotion, self-expression, showing support, and building team unity. With so many different ways to use T-shirts, they are usually the starting product for new custom apparel businesses.

The primary benefits that customers get from custom printed T-shirts include the following:

- ▶ Large variety of materials and styles available
- ▶ Available from most apparel manufacturing brands
- ▶ One of the most affordable types of printed apparel
- ▶ Can be worn in a variety of different settings
- ▶ Lightweight and affordable to ship
- ▶ Comes in a large variety of sizes



Long Sleeve Shirts

Long sleeve shirts are less popular than T-shirts, but they are becoming increasingly common for both branding and self-expression.

They are generally thinner than sweatshirts, and like T-shirts, they can have a variety of necklines and fits.

The primary benefits that customers get from custom printed long sleeve shirts include the following:

- ▶ Warmer than T-shirts
- ▶ Better protection from the sun without being too hot in warm temperatures
- ▶ More professional than T-shirts
- ▶ Not as heavy as sweatshirts or hoodies
- ▶ Moderately affordable type of custom apparel
- ▶ Good variety of materials and styles available



Sweatshirts

Sweatshirts are made from heavier fleece fabric. The outside is generally smooth while the inside is softer.

Due to the materials in the construction of the sweatshirt, they are significantly more expensive than T-shirts, but in exchange, the wearer receives added warmth and comfort from this higher-value item. This also makes printed sweatshirts a suitable item to sell in premium or luxury brand shops.

The primary benefits that customers get from custom printed sweatshirts include the following:

- ▶ Warmer than T-shirts and long sleeve shirts
- ▶ Comfortable, soft interior
- ▶ Higher perceived value
- ▶ Stretchable cinched wrists and waist
- ▶ Great for athletic wear in cooler temperatures
- ▶ More durable than T-shirts and long sleeve shirts



Hoodies

Hoodies are essentially sweatshirts with hoods. They are considered a higher-value custom printed garment. They're often sold by premium brands and serve as popular merchandise at concerts, tourist attractions, athletic events, and more.

Hoodies and customization go hand-in-hand because hoodies are seen as trendy and stylish by younger generations, who are more likely to pay for personalization than older generations, according to a Deloitte study.¹

The primary benefits that customers get from custom printed hoodies include the following:

- ▶ More warmth and protection from the elements
- ▶ Comfortable, soft interior
- ▶ Seen as stylish by younger generations
- ▶ Higher perceived value
- ▶ Great for athletic wear in cooler temperatures
- ▶ More durable than T-shirts and long sleeve shirts

¹Made-to-order: The rise of mass personalisation by Deloitte



Tank Tops

Tank tops are sleeveless shirts that come in a variety of styles, including the very common muscle tanks and racerback tanks. They can feature custom printing on the front and sometimes the back if there is enough space.

Tank tops are worn both casually and for athletic wear. They also serve as an undergarment beneath regular clothing.

The primary benefits that customers get from custom printed tank tops include the following:

- ▶ Keeps the user cool
- ▶ Moderately affordable type of custom apparel
- ▶ Great for athletic wear in hotter temperatures
- ▶ Lightweight and affordable to ship
- ▶ Can be easily worn underneath other garments
- ▶ Quick to wash and dry

The choice is yours!

Ultimately, what you sell depends on who you are targeting and what your vision for your business is. There many options that you may wish to consider, but it's a good idea to start off with these basics first. They will pave the way for you to try new types of apparel and find out what your customers love.