



# Grow Your Business with **Lifestyle Brands**

Fitness. Fashion. Fun.





College students spent **\$6.63B** on clothes and accessories in 2010.\*

## Are you getting your share of that spend?

Now is the perfect time to get in on this category. Here's why:

- Margin-rich products
- Great "impulse purchase" solutions
- Highly recognized brands your students are already purchasing

Contact your Account Manager at 800-279-2795 to build the perfect solution for your store.

\*Source: The CollegeBound Network

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# Clean Design, Modern Bike Lights Keep Students Safe While Out and About

## BOOKMAN

Inspired by the bustling bike life of the European metropolis, Bookman bike lights provide students with safety without sacrificing style.

### WHO IS IT FOR?

- Any student who rides a bike
- Parents who want their student to be safe
- Runners or walkers who want to be seen

### WHY IT'S GREAT

- Energy efficient, battery operated with 40+ hours of time
- Three modes: slow flashing, fast flashing or steady light
- Compact—fits easily into a backpack or pocket when not in use
- Fun colors to coordinate with anything from a vintage Schwinn to a brand new Trek

### WHY IT FITS

- Perfect for impulse zone
- Great addition to other bike accessories
- Safety is always in style
- Students are riding bikes to and from campus

### HOW IT COMPARES

- LED is visible from front and side view
- Low price point makes it affordable



### BOOKMAN LIGHT SET

Easy to attach and detach bike lights. Package contents: 1 front light (white LED) and 1 tail light (red LED). 3 Modes: slow flashing, fast flashing and steady light. Batteries: 2 x CR2032 in each light body.

DSC#	Color
36300	White
36301	Red
36302	Black
36303	Blue
36304	Green
36305	Yellow

SRP \$29.00 | Cost \$16.31

Display Case DSC# 36306



# TOUCH SCREEN GLOVES WHERE **FORM** FOLLOWS FUNCTION THROUGH **ART-INSPIRED DESIGNS**

Celtek revolutionizes the action sports industry by tapping the creativity of riders, artists, and the community itself. It produces touch screen gloves where form follows function through unique, art-inspired designs. Every Celtek product brings the roots of action sport culture to the surface, placing the passion and personality of the rider on display with unmistakable style and matchless quality.

## WHO IS IT FOR?

- Males and females ages 12-35
- Young, affluent participants in the action sports lifestyle and community
- Snowboarders and skateboarders

## WHY IT'S GREAT

- Innovative snowboard gloves with unique style
- High quality, performance and style driven
- Patented TouchTec™ technology on thumb and index finger
- Glove works with any touch screen device
- Company founded by pro snowboarders

## WHY IT FITS

- Perfect for impulse zone, gift and clothing sections
- Cross merchandise with technology units

## HOW IT COMPARES

- Brand name products that let students express their individuality
- Competes with other outdoor sporting goods brands



### CONTACT TOUCHSCREEN

DSC#	Color	Size
36364	Black	Small
36365	Black	Medium
36366	Black	Large
36367	Black	X-Large
36368	French	Medium
36369	French	Large
36370	French	X-Large

**SRP \$39.99 | Cost \$18.82**

### MENS KNIT TOUCHSCREEN

DSC#	Color	Size
36371	Black	Small
36372	Black	Medium
36373	Black	Large
36374	Black	X-Large
36375	Rasta	Small
36376	Rasta	Medium
36377	Rasta	Large
36378	Rasta	X-Large

**SRP \$19.99 | Cost \$9.41**



### RUBLE TOUCHSCREEN

DSC#	Color	Size
36350	Midnight	Small
36351	Midnight	Medium
36352	Midnight	Large
36353	Midnight	X-Large
36354	Black	Small
36355	Black	Medium
36356	Black	Large
36357	Black	X-Large

**SRP \$49.99 | Cost \$23.53**

### WOMENS KNIT TOUCHSCREEN

DSC#	Color	Size
36379	Black Lurex	Small
36380	Black Lurex	Medium
36381	Black Lurex	Large

**SRP \$19.99 | Cost \$9.41**



### SOL TOUCHSCREEN

DSC#	Color	Size
36358	Black	Small
36359	Black	Medium
36360	Black	Large
36361	Black Stripe	Small
36362	Black Stripe	Medium
36363	Black Stripe	Large

**SRP \$49.99 | Cost \$23.53**

### ASSORTMENTS

DSC#	Description	Color	Size	SRP	Cost
36382	#1 52 Count	Asst	Asst	\$2,439.48	\$1,148.24
36383	#2 90 Count	Asst	Asst	\$3,119.14	\$1,468.24



# nail polish in all the latest fashion colors and trends



Color Club nail polish comes in all the latest fashion colors and trends. Its innovative, trendsetting products are vegan, Formaldehyde, Toluene, DBP, and paraben-free — and made with the best raw materials. Its polish is made in the USA and is not tested on animals, leaving students to not only look good, but feel good too.

## WHO IS IT FOR?

- Females ages 16–23
- Those who love trends and color

## WHY IT'S GREAT

- Nail polish with colors and textures that will appeal to just about every female student

## WHY IT FITS

- Margin rich
- Perfect for impulse zone
- Affordable price points
- Low minimum order quantities

## HOW IT COMPARES

- Similar brands sold in high-end cosmetics stores and used in salons
- Lower price points provide great value



## ASSORTED DISPLAYS

DSC#	Description	SRP	Cost
36777	Magnetic Force Nail Polish 36 Ct	\$323.64	\$195.75
36778	Take Wing Nail Polish 54 Ct	\$269.46	\$162.00
36779	Pop! Nail Polish 54 Ct	\$269.46	\$162.00
36780	Backstage Pass Nail Polish 54 Ct	\$269.46	\$162.00
36781	Fractured Neon Nail Polish 54 Ct	\$377.46	\$226.13

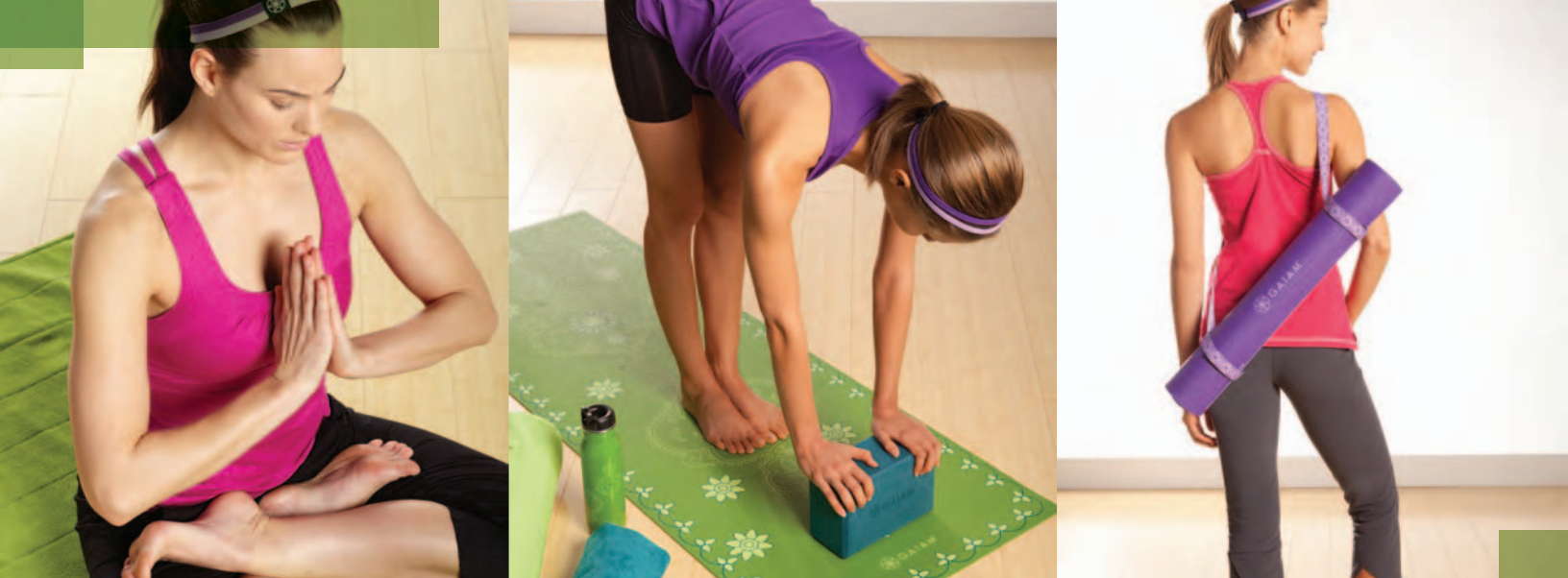
## ART CLUB NAIL ART DUO PEN/STRIPER DISPLAY

Nail Art has never been more fun and easier to do. With a new innovative design, users have the control of a pen and the ease of a striper brush. Pull for the pen. Twist for the brush.

DSC#	Description
36782	Duo Primaries 36 Ct
36783	Duo Neon 36 Ct
36784	Duo Lights 36 Ct
36785	Duo Holiday 36 Ct
36786	Duo Holographic 36 Ct

SRP \$179.64 | Cost \$108.00

■ THE DOUGLAS STEWART COMPANY | Call your Account Manager at 800-279-2795 today for more information or to place your order.



# Conscious Fitness Solutions for Personal Transformation

Gaiam offers a complete line of fitness accessories, yoga mats, exercise balls, resistance bands, training videos and more. Its mission has been to reach those who share the values of commitment to the well-being of people and the planet.

## WHO IS IT FOR?

- Females
- Yoga and Pilates enthusiasts
- Anyone (student, faculty, or staff) with a desire to improve their health and lifestyle

## WHY IT'S GREAT

- Provides a complete line of high-quality branded products
- Well-recognized brand giving store offerings credibility
- Products are eco-friendly

## WHY IT FITS

- Students are taking yoga classes either on campus or at a local studio
- Mats (at a minimum) and accessories are required for classes

## HOW IT COMPARES

- Price points are comparable or lower than other competing brands
- Eco-friendly, 6P-free
- Complete line—not just mats



### Eco Total Body BalanceBall Kit

The Total Body Balance Ball Workout was developed to combine the Balance Ball with resistance training for maximum results. Includes everything needed: anti-burst balanceball, Total-body DVD with 3 targeted workouts, complete second workout included on bonus DVD, resistance workout band, and Blaster pump.



DSC#	Color	Size
36100	Purple	55cm
36101	Green	65cm
36102	Blue	75cm

**SRP \$24.98 | Cost \$15.61**

### Ball Chair

An ergonomic desk chair and exercise tool in one! Patented design promotes correct posture and improves circulation. BalanceBall removes easily for quick workspace exercises. Includes: Chair (some assembly required), Pump, Anti-Burst BalanceBall, and a BONUS 16 page Desktop Exercise Guide.



DSC#	Description	Size
36103	Balance	55cm
36104	Ergonomic	52cm

**SRP \$99.98 | \$62.49**



### Yoga Block

Safely support and modify poses to suit students' level of flexibility. Foam Yoga block helps them achieve the full benefits of each yoga pose by providing extra height, stability and support.

DSC#	Color
36105	Purple
36106	Forest Green

**SRP \$10.98 | Cost \$6.86**

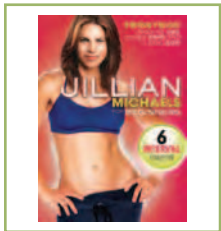


### Resistance Cord Kit

Includes: FullLength Workout DVD and Resistance Cord.

DSC#	Description
36107	Cord Kit Heavy
36108	Cord Kit Light
36109	Cord Kit Medium

**SRP \$14.98 | Cost \$9.36**



### Jillian Michaels Workout Videos

Videos to get students moving and keep them in shape.

DSC#	Description
36110	Jillian Michaels Beginners Frontside
36111	Jillian Michaels Beginners Backside
36112	Jillian Michaels Ripped In 30

**SRP \$14.98 | Cost \$8.43**

### Yoga Mat Bag

A chic, functional spin on a classic essential, this mat bag is roomy enough for a yoga, Pilates, or fitness mat. This 100% cotton mat bag also sports a zippered front pocket to hold the essentials.

DSC#	Description
36129	Bag White Dragonfly Embroidered
36130	Bag Tan Damask Printed
36131	Bag Blue Wisdom Printed
36132	Bag Black Chakra Embroidered

**SRP \$19.98 | Cost \$12.49**



### Super Yoga Mat Wash

All-natural, non-toxic yoga mat wash gently cleans and restores the mat while maintaining the non-slip surface.

**DSC# 36133 | SRP \$9.98 | Cost \$6.24**



### Mari Winsor's Pilates Bootcamp Kit

Burn and firm in no time with this Pilates Bootcamp Express Workout created by famed Pilates trainer Mari Winsor. Includes: FullLength Pilates Bootcamp Express Workout DVD and (2) 1lb./ .45kg hand weights.

**DSC# 36134 | SRP \$19.98 | Cost \$12.49**



### Super Grippy Yoga Gloves

The finger-and-palm targeted traction design of these gloves provides a non-slip surface anytime, anywhere to increase balance and stability. One size fits most. 92% Cotton, 6% Nylon, 2% Elastane.

DSC#	Color
36113	Black/White
36114	Black/Pink

**SRP \$9.98 | Cost \$6.24**



### All Grip - No Slip Yoga Socks

The five-toe targeted traction design of these socks give users a non-slip surface anytime, anywhere. Small/Medium: Women's shoe 5-10 and Men's shoe 4-9. Medium/Large: Women's shoe 10-11 and Men's shoe 10-12.

DSC#	Color	Size
36136	Black/White	Small/Medium
36137	Black/White	Medium/Large
36138	Black/Pink	Small/Medium
36139	Black/Pink	Medium/Large

**SRP \$9.98 | Cost \$6.24**



### Sock And Glove Set - Black/White

**DSC# 36140 | SRP \$19.98 | Cost \$12.49**



### Yoga Mat Sling

The ingeniously simple fitness mat carrier lets a mat breathe. Lightweight and durable. Secures mat in seconds. Fits most fitness mats.

**DSC# 36135 | SRP \$9.98 | Cost \$6.24**

### Yoga Strap

Experience the mind-body satisfaction of flexing beyond usual limits with a strap made of 100% cotton. This extending strap allows users to expand their range, achieve more challenging positions and sustain poses for longer periods of time.

DSC#	Description	SRP	Cost
36141	Green	\$11.98	\$7.49
36142	Padded Brown	\$14.98	\$9.36
36143	Purple 6ft	\$6.98	\$4.81
36144	Natural 6ft	\$6.98	\$4.81



### Thirsty Yoga Towel

Extra absorbent, fast drying towel ideal for hot yoga and traditional practice. Microfiber is hypo-allergenic, absorbent, and dries in half the time of ordinary towels. Sized to fit directly on top of a yoga mat. 75% Polyester, 25% Nylon.

DSC#	Color
36145	Purple
36146	Blue

**SRP \$24.98 | Cost \$15.61**





### Aluminum Water Bottle with Screw Top

Gaiam's aluminum water bottle helps keep disposable water bottles out of landfills. Generous 25.36 fluid oz. (750 ml) size with ring-top screw cap.

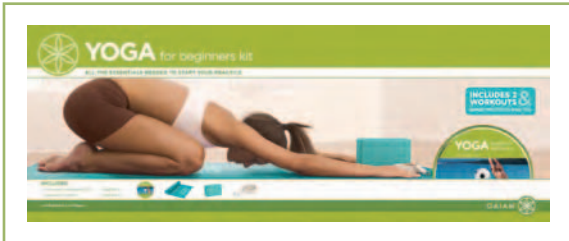
DSC#	Description
36147	Green Tree of Life
36148	Green Love Bird
36149	Silver Damask

**SRP \$9.98 | Cost \$6.24**

### Yoga for Beginners Kit

Begin yoga practice with all the tools necessary to master the basic skills. Includes: Two full-length yoga workouts and props training. Yoga Brick for proper positioning and support. Alignment Yoga Mat to help guide hand and foot placement. Yoga Strap to lengthen and align stretches.

**DSC# 36150 | SRP \$29.98 | Cost \$18.74**



### Yoga DVDs

DSC#	Description
36151	Quick Start Yoga for Weight Loss
36152	5 Day Fit Yoga
36153	Kathryn Budig Aim True Yoga
36154	Yoga Conditioning for Athletes
36155	Cardio Burn Yoga

**SRP \$14.98 | Cost \$8.43**



### Pedometer Plus Audio CD

Guided audio CD workout and multi-functional pedometer provides a calorie-burning walking workout to take a walking fitness program to the next level.

DSC#	Description	SRP	Cost
36161	Entry Level 35 min.	\$9.98	\$6.24
36162	Intermediate Level 45 min.	\$14.98	\$9.36
36160	Advanced Level 60 min.	\$19.98	\$12.49



### Yoga Mat

Mat provides a stable, non-slip surface for yoga practice to ensure safety and comfort.

DSC#	Color	Size
36115	Mat Fern	3mm
36116	Mat Purple (not shown)	3mm
36117	Pink Dragonfly	3mm
36118	Green Tree of Life	3mm
36119	Fuchsia Bloom	3mm
36120	Citrus Eco	3mm
36121	Purple Chakra (not shown)	3mm
36122	White Maya	3mm
36123	Plum Filagree	3mm
36124	Teal Neo-Baroque	3mm
36126	Green Meadow	3mm
36127	Green Autumn Aspen	3mm
36128	Purple Flower of Life	3mm
36159	Brown Chai (not shown)	3mm

**SRP \$21.98 | Cost \$13.74**

DSC#	Color	Size
36125	Lavender Ash Leaves	5mm

**SRP \$29.98 | Cost \$18.74**







# Chemistry in Every Kiss™



Kisstix® just took lip locking to the next level. With over 12 deliciously compatible flavors, get ready to kiss boring goodbye. Each package contains two flavors, one for each partner. Simply lock lips to mix the flavors and experience an unforgettable kiss.

## WHO IS IT FOR?

- Anyone and everyone who has ever had chapped lips

## WHY IT'S GREAT

- Keeps lips protected, soft, and moisturized for hours and hours due to unique formulation
- KISSTIX creates chemistry on contact
- Each pack comes with two high quality SPF lip balms infused with flavor
- Flavors combine on contact creating an unforgettable chemistry

## WHY IT FITS

- Essential item for students, with a fun twist
- Perfect, appealing product for impulse zones

## HOW IT COMPARES

- Uses only the best ingredients—Aloe, Vitamin E, Beeswax, Coconut Oil, and SPF
- Keep lips protected and moisturized with unique flavors to deliver a punch never experienced in a lip balm before



### KISSTIX 2 FLAVOR LIP BALM DISPLAY

Display includes: (10) Strawberry/Chocolate, (10) Fire/Ice, (5) Strawberry Daiquiri/Piña Colada, and (5) Raspberry/Lemonade. 9g. 30 Ct. 2 Pk.

**DSC# 14555 | SRP \$149.70 | Cost \$74.12**

### KISSTIX 2 FLAVOR LIP BALM CLIP STRIP DISPLAY

Display includes: (3) Sweet/Sour, (3) Strawberry/Chocolate, (3) Fire/Ice, and (3) Raspberry/Lemonade. 9g. 12 Ct. 2 Pk.

**DSC# 15253 | SRP \$59.88 | Cost \$29.65**



# a little something *special* for students life + style



Life + Style produces journals in a wide variety of colors and patterns that let students express their individuality, and candles with sweet sentiments and fragrance.

## WHO IS IT FOR?

- Females ages 16-23
- Those who love trends and color

## WHY IT'S GREAT

- Fun, colorful, quality journals that relate to specific interests
- Candles with fun sentiments and pleasing fragrances

## WHY IT FITS

- Margin rich
- Perfect for the impulse zone
- Affordable price points
- Low minimum order quantities

## HOW IT COMPARES

- Lower price points provide great value





# life + style



## JOURNALS

Not just a high-quality journal—a fashion and personality statement sure to inspire any writer. 6in. x 8.5in.

### The Story of My Life

DSC#	Color
36756	Blue
36757	Cream
36758	Yellow

### I'm All About Journal

DSC#	Color	DSC#	Description
36743	Blue	36798	Art
36744	Gold	36800	Candy
36745	Green	36801	Fun
36746	Orange	36802	Shoes
36747	Pink	36803	Yoga
36748	Purple	36804	In the Clouds
36749	Silver	36805	Love
36799	Black		

### Parchment

DSC#	Description
36759	Bicycle
36760	Butterfly
36761	Clover
36762	Keys
36763	Pens
36764	Typewriter

**DSC# \$14.95 | Cost \$8.11**



## CANDLES

### Musicbox Candle

DSC#	Description
36787	Birthday Cupcake Ass't
36789	Secret Santa

### Carnival Candle

DSC#	Description
36792	Believe Neon
36793	Trust Neon
36794	Wish Neon

### All-Purpose Candle

DSC#	Description
36790	Celebration Neon
36791	Congrats Neon

**DSC# \$12.95 | Cost \$6.88**



## LUXURIOUS SHOWER CAP

DSC#	Description	DSC#	Description
36807	Blk & Wht Check with Rose	36815	Pink & White Check
36808	Black with Zebra Bow	36816	Purple & White
36809	Orange & White	36817	Turquoise & White
36810	Pink Cheetah with Flower	36818	Zebra with Rose
36811	Blk & Wht Polka Dots with Flwr		
36812	Pink with Bow		
36813	Pink Polka Dots with Flower		
36814	Pink Stripes, Black Rose		

**DSC# \$9.95 | Cost \$5.94**

### Caps Display

**DSC# 36806 | Cost \$0.00**



# The Perfect Accessory for Every Student

# neff



Ideal for the casual lifestyle of college students, Neff produces beanies to keep students looking cool, while staying warm.

## WHO IS IT FOR?

- Students who like fun fashion accessories that connect them to action and sports
- Males and females ages 13–25
- Snowboarders and skaters
- DJs and musicians

## WHY IT'S GREAT

- Authentic core snow and skate headwear
- The most ridiculous, out of this world, color exploding, pattern poppin', eye catching, insanely sweet gear out there!
- Clean lines, bright colors, and graphic patterns
- Super soft, acrylic yarns

## WHY IT FITS

- Low risk, high margin
- Perfect for impulse zones
- Cross merchandise with emblematic merchandise – offer lots of colors

## HOW IT COMPARES

- Competes with other snowboarding and skateboarding brands

## DAILY BEANIE

Extra soft, with a slightly ribbed knit texture, a slight slouch fit, and a custom Neff Clothing logo tag.

DSC#	Description
36861	Daily Beanie Black
36862	Daily Beanie White
36863	Daily Beanie Charcoal
36864	Daily Beanie Grey
36865	Daily Beanie Fog
36866	Daily Beanie Brown
36867	Daily Beanie Maroon
36868	Daily Beanie Red
36869	Daily Beanie Orange
36870	Daily Beanie Green
36871	Daily Beanie Olive
36872	Daily Beanie Teal
36873	Daily Beanie Mint
36874	Daily Beanie Cyan
36875	Daily Beanie Navy
36876	Daily Beanie Purple



**SRP \$20.00 | Cost \$10.00**

## CUPCAKE BEANIE

Features a custom cupcake design and colors, a little cherry on top, and a Neff logo tag on the bottom hem for extra delicious style.

DSC#	Description
36877	Cupcake Beanie Red Velvet
36878	Cupcake Beanie Chocolate
36879	Cupcake Beanie Vanilla
36880	Cupcake Beanie Strawberry
36881	Cupcake Beanie Confetti



**SRP \$28.00 | Cost \$15.00**

## FOLD BEANIE

Extra soft, with a slightly ribbed knit texture, folded hem and a custom Neff Clothing logo tag.

DSC#	Description
36850	Fold Beanie Maroon
36851	Fold Beanie White
36852	Fold Beanie Grey
36853	Fold Beanie Black
36854	Fold Beanie Red
36855	Fold Beanie Charcoal
36856	Fold Beanie Slime
36857	Fold Beanie Teal
36858	Fold Beanie Cyan
36859	Fold Beanie Navy
36860	Fold Beanie Purple



**SRP \$20.00 | Cost \$10.00**

## CONE BEANIE

This Neff Cone Beanie makes a favorite frozen treat into a fun beanie hat and tops it off with a tasty knit cherry on top.

DSC#	Description
36882	Cone Beanie Mint
36883	Cone Beanie Sorbet



**SRP \$28.00 | Cost \$15.00**

## DISPLAYS

**Neff Assortment with Spinner Rack 112 Count DSC# 36884 | SRP \$2,448.00 | Cost \$1,250.00**

# style and functionality for the environmentally conscious student



RuMe re-usable totes and baggies were created to meet the growing need of environmentally conscious consumers who don't want to sacrifice style and functionality. It brings global-friendly products, manufactured under strict fair trade practices that are as stylish as they are useful.

## WHO IS IT FOR?

- Females ages 16-25
- Students who love fashion and function all in one
- Environmentally conscious students

## WHY IT'S GREAT

- Reusable, multi-functional, true tote design
- Folds into small compact design that fits in a student's backpack or pocket
- Double seam construction holds up to 50 lbs.
- Water resistant and machine washable
- Fair Trade, made in South Korea

## WHY IT FITS

- Margin rich
- Pre-packed assortments make it easy to on-board
- Custom color program available

## HOW IT COMPARES

- Competes with other trend fashion bags in college store placement
- Lower price point makes it affordable
- Exquisitely crafted





**Medium RuMe Bag**

Best-selling medium sized bag rarely has a toting challenge it can't beat. Users can carry up to 50 lbs. 15.5in. x 15.5in. x 4in.

DSC#	Description
31510	Orange Spring NY 5th Ave
31511	Navy Spring NY Hampton
31512	Green Spring NY Greenwich
31513	Lavender Ikat
31514	Aqua Ikat
31515	Brown Downing
31516	Pink/Pearl/Slate Crosby
31517	Mustard/Slate/Pearl Perry
31518	Navy Flutter
31519	Navy/White Crosby
31520	Black Silicon Valley
31521	Line Pattern

**SRP \$9.95 | Cost \$5.00**



**Reveal Quart**

Ditch the grocery store baggies and use a heavy-duty see-thru bag that will work hard again and again. 8.5in. x 7.5in.

DSC#	Description
31522	Indigo
31523	Grass
31524	Fuchsia

**SRP \$6.95 | Cost \$3.53**



**Reveal Pocket**

Perfect for keys, cash, pens, makeup, toys, snacks...anything! 8in. x 4.75in.

DSC#	Description
31525	Indigo
31526	Grass
31527	Fuchsia

**SRP \$5.95 | Cost \$3.18**



**RuMe Baggie**

This quart-sized baggie has a zillion different uses. 8.5in. x 7.5in.

DSC#	Description
31528	Slate Downing
31529	Aqua Ikat
31530	Tangerine

**SRP \$4.95 | Cost \$2.24**

**RuMe Pocket**

A handy pocket perfectly sized to stash small items. Wrist strap makes it easy to loop over bag or purse handles. 8in. x 4.75in.

DSC#	Description
31531	Slate Downing
31532	Mustard/Slate/Pearl Perry
31533	Espresso

**SRP \$4.50 | Cost \$2.00**



**Cuff**

The first reusable coffee sleeve and wallet all in one! 3.2in. x 2.5in.

DSC#	Description
31534	Fuchsia
31535	Grass
31536	Indigo
31537	Crimson
31538	Black

**SRP \$9.95 | Cost \$5.00**



**RuMeID Cuff**

Designed as a reusable coffee sleeve and arm/wrist wallet. The QR code can provide essential basic information. 3.2in. x 2.5in.

DSC#	Description
31539	Fuchsia
31540	Grass
31541	Indigo
31542	Crimson
31543	Black

**SRP \$12.95 | Cost \$6.00**



**Baggie All**

Compact and easy to use. 8.5in. x 7.5in.

DSC#	Description
31544	Orange Spring NY 5th Ave
31545	Aqua Ikat
31546	Black

**SRP \$9.95 | Cost \$5.00**



**Displays**

- POS 72 Ct Asst – **DSC# 31547 | SRP \$716.40 | Cost \$360.00**
- Bucket 40 Ct Asst – **DSC# 31548 | SRP \$398.00 | Cost \$200.00**
- Asst 54 Ct Cuff – **DSC# 31549 | SRP \$537.30 | Cost \$270.00**





# Simple, Memorable, Casual, and Relaxed Products with Universal Appeal



Through a lifestyle collection of totes, handbags, mini bags, and rubber rain boots in artist-inspired prints and fabrics, Sakroots creates simple, memorable, casual and relaxed products with universal appeal.

## WHO IS IT FOR?

- Females ages 16 - 25
- Students into items that are both fashionable and functional

## WHY IT'S GREAT

- Trendy, casual, lifestyle brand from The Sak Brand Group
- Leading accessory company in the US and internationally
- Artist-inspired prints

## WHY IT FITS

- Margin rich
- Assortment with varied price points, making it easy to try
- Females are currently all about the accessories

## HOW IT COMPARES

- Competes with other trend fashion bags in college store placement
- Lower price point makes it affordable
- Exquisitely crafted

## WRISTLET

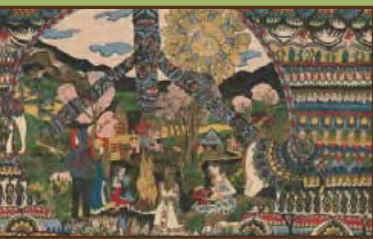
6.75in. x 0.5in. x 4.25in. Exterior: Coated Canvas. Trim: Polyurethane. Interior: Polyester. All colors have shiny gold-tone hardware. Zipper closure. Wristlet with a dog clip clasp. Outside pocket with Velcro closure. Open back wall pocket and attached key fob. Spot clean with barely damp rag and mild detergent.



DSC#	Description
36600	Natural Peace
36601	Black Peace
36602	Natural True Love
36603	Taupe Flower Power

SRP \$20.00 | Cost \$9.41





One World



True Love



Peace



Flower Power

### SMALL FLAP MESSENGER

8.5in. L x 2in. W x 11.5in. H. Drop: up to 23in. Exterior: Polyurethane coated Jute/Cotton canvas. Trim: Polyurethane. Interior: Polyester. Shiny gold tone hardware. Flap closure with snap. Two front outside pockets, one with flap snap closure, the other with zipper closure. Features 5 credit card slots and a picture window, two interior multi-use pockets, and a zippered backwall pocket. Back pocket fits an iPad® and is padded for extra protection. Spot clean with barely damp rag and mild detergent.

DSC#	Description
36611	Black Peace
36612	Natural Peace
36613	Lagoon True Love
36614	Taupe Flower Power

SRP \$49.00 | Cost \$23.06



### SMARTPHONE WRISTLET

3.5in. L x 5.5in. H. Wristlet drop: 5.5in. Exterior: Polyurethane coated Jute/Cotton canvas. Trim: Polyurethane. Interior: Coated canvas. Shiny gold tone hardware. Zipper closure. Front outside pocket with snap closure fits most smartphones and iPhones®. Interior coin purse with zipper closure. Printed interior features bill fold, 4 credit card slots, and an ID picture window.

DSC#	Description
36615	Black Peace
36616	Natural Peace
36617	Natural True Love
36618	Neon One World

SRP \$29.00 | Cost \$13.65



### SHOPPER

Dimensions: 15.5in. L x 2.75in. W x 13in. H. Drop: 10in. Exterior: Matte Coated Jute and Cotton Canvas. Interior: Polyurethane. Shiny gold tone hardware. Zipper closure. Lining features two multi-function pockets and a zippered backwall pocket. Spot clean with barely damp rag and mild detergent such as Woolite®.

DSC#	Description
36619	Neon One World
36620	Taupe Flower Power

SRP \$49.00 | Cost \$32.47



### ID KEYCHAIN

DSC#	Description
36604	Black Peace
36605	Lagoon True Love
36606	Taupe Flower Power

SRP \$15.00 | Cost \$7.06



### LARGE WALLET

7.5in. L x 3.75in. H. Exterior: Coated Canvas. Trim: Polyurethane. Interior: Polyester. Shiny gold tone hardware. Snap closure. 11 credit card slots, two billfolds, and an ID picture window. Side pocket with zipper closure. Back pocket with zipper closure. Spot clean with barely damp rag and mild detergent such as Woolite®.

DSC#	Description
36607	Black Peace
36608	Neon One World
36609	Lagoon True Love
36610	Taupe Flower Power

SRP \$29.00 | Cost \$13.65



### RAIN BOOT

Shiny silvertone hardware. Shaft height approximately 12in. from arch. Boot opening measures approximately 15.5in. around. Heel measures approximately 1in. Platform measures approximately 0.75in. Spot clean with barely damp rag and mild detergent such as Woolite®. Assortment includes the following sizes: (1) Size 6, (2) Size 7, (3) Size 8, (2) Size 9, and (1) Size 10.

DSC#	Description	Size	Count
36621	Natural Peace	Asst	9 Ct
36622	Black Peace	Asst	9 Ct
36623	Natural True Love	Asst	9 Ct
36624	Taupe Flower Power	Asst	9 Ct
36625	Neon One World	Asst	9 Ct

SRP \$621.00 | Cost \$235.20

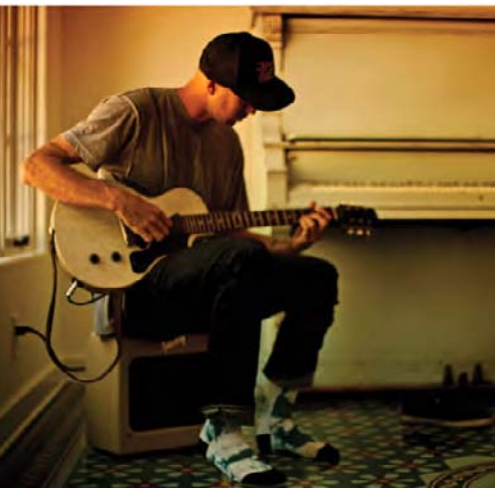


### SAKROOTS BAG ASSORTMENT #1

DSC#	Color	Size	Count	SRP	Cost
36626	Asst	Asst	32 Ct	\$894.00	\$420.71

### SAKROOTS BAG ASSORTMENT #2

DSC#	Color	Size	Count	SRP	Cost
36627	Asst	Asst	59 Ct	\$1,713.00	\$806.12



# Celebrate Bold Expression With Free Thinking Fabric



Stance socks express the spirit of individuality through a unique product offering featuring mix-match, 3-of-a-kind, artist series, and superior materials. Celebrate bold expression with free-thinking fabric as it becomes thread poetry in motion. Send a crystal clear mixed message that's silently loud and quietly bold.

## WHO IS IT FOR?

- Snowboarders, skaters
- Anyone who likes fashion socks

## WHY IT'S GREAT

- Stance socks offer plenty of function and even more fashion
- Great features with everything for a reason, with just what a student needs, nothing they don't
  - » Combed cotton
  - » Elastic arch band
  - » Seamless toe closure
  - » Deep heel pocket
  - » Self adjusting welt cuff
  - » Mesh vents
  - » Reinforced heel & toe

## WHY IT FITS

- Low risk, high margin
- Perfect for the impulse zone

## HOW IT COMPARES

- Competes with other snowboard and skateboard trend brands



## STANCE MIX MATCH COLLECTION

Stance's Mix Match collection...Don't match, doesn't matter. Send a crystal clear mixed message.

DSC#	Description	Size	SRP	Cost
39101	Cabazon	One Size	\$12.00	\$6.35
39104	Speedway	One Size	\$10.00	\$5.29

## STANCE EVERYDAY COLLECTION

Stance's Everyday Casual collection...tried and true, slip into a classic style.

DSC#	Description	Size	SRP	Cost
39102	Tacoma	Small/Medium	\$12.00	\$5.29
39103	Tacoma	Large/Extra Large	\$12.00	\$5.29
39109	Flava	Small/Medium	\$10.00	\$5.29
39110	Flava	Large/Extra Large	\$10.00	\$5.29
39105	Sequoia	Small/Medium	\$10.00	\$5.29
39106	Sequoia	Large/Extra Large	\$10.00	\$5.29
39107	Sock Monkey	Small/Medium	\$10.00	\$5.29
39108	Sock Monkey	Large/Extra Large	\$10.00	\$5.29



## STANCE EVERYDAY ATHLETIC COLLECTION

Stance's Everyday Athletic collection offers a classic everyday athletic sock, upgraded with combed cotton and mesh venting.

DSC#	Description	Size	SRP	Cost
39111	Maytal	Small/Medium	\$10.00	\$5.29
39112	Maytal	Large/Extra Large	\$10.00	\$5.29
39114	Burnout	Large/Extra Large	\$10.00	\$5.29



## STANCE PIPE BOMB COLLECTION

Stance's Pipe Bomb collection...slip in and pull 'em up high!

DSC#	Description	Size	SRP	Cost
39115	Boneless	Small - Extra Large	\$12.00	\$6.35

## THE SUPER INVISIBLE COLLECTION

The Super Invisible...please don't show the sock top! If a student is wearing a sock and no one sees it, is it really there? Show off those ankles on the hot days, but feel the comfort down below.

DSC#	Description	Size	SRP	Cost
39116	Super Invisible	Small/Medium	\$8.00	\$4.24
39117	Super Invisible	Large/Extra Large	\$8.00	\$4.24



## STANCE LOWRIDER COLLECTION

Stance's Lowriders collection...slow and low is the tempo.

DSC#	Description	Size	SRP	Cost
39119	Maytal Low	Large/Extra Large	\$7.00	\$3.18
39121	Mariner Low	Large/Extra Large	\$7.00	\$3.71

## ASSORTMENTS AND FIXTURES

DSC#	Description	Size	SRP	Cost
39100	Stance Floor Display Assortment	Asst	\$1,416.00	\$1,001.18
39122	Mid Size Fixture	-	-	\$0.00*

\*While supplies last.





# Magic in a Student's Fingertips

High quality wool blend gloves that are infused with conductive fibers that allow students to operate a touch-sensitive screen and device with ten finger flawless precision while keeping them toasty warm! Compatible with all common touch screen devices, it is magic in a student's fingertips.

## WHO IS IT FOR?

- Anyone with a touch screen device like the iPhone, iPod, iPad, HTC Droid and more

## WHY IT'S GREAT

- Function meets fashion, the gloves are more precise than bare skin as the 'magic tips' channel the current from your hand to a precise contact point
- Conductive materials woven throughout the glove (all 10 fingers)
- Hip brand draws upscale, savvy buyers

## WHY IT FITS

- Perfect for impulse zones and gifts
- Cross merchandise with in-store technology (tablets, MPDs, and phones)
- Retail packaging fits all merchandising strategies
- High margins

## HOW IT COMPARES

- Ten finger flawless precision, unlike others with only two or three fingers per hand
- Australian wool blend adds extreme softness
- Rib cuff provides lasting snug fit and warmth



### STREETS OF NEW YORK

A no-fuss, simple, yet stylish black. The cuff is light grey on the inside and can be turned out for a different look.

DSC#	Size
37100	Small
37101	Medium
37102	Large

### SANTORINI

Santorini is an exquisite electric blue that is reminiscent of the bright tropical blues of the waters off of the Greek isle of Santorini.

DSC#	Size
37112	Small
37113	Medium
37114	Large



### SWYPEGLOVES SPORT ADRENALINE

An all-black sporty SwypeGlove with an acute rush of red on the inside of the cuff.

DSC#	Size
37103	Small
37104	Medium
37105	Large

### WHITE CLIFFS OF DOVER

The white and gray of these gloves remind the wearer of the famous UK landmark, the White Cliffs of Dover.

DSC#	Size
37115	Small
37116	Medium
37117	Large



### GRAND CANYON

Grand Canyon is a dual-tone weave of dark brown with black. The generous cuff is a stylish raspberry tone on the inside and can be turned inside-out to add a splash of color.

DSC#	Size
37106	Small
37107	Medium
37108	Large

### GREAT BARRIER REEF

The dual-tone weave of red and black are an homage to the rich life that can be found in Australia's Great Barrier Reef.

DSC#	Size
37118	Small
37119	Medium
37120	Large



### AMAZON RAINFOREST

A lime-green jungle fun glove with bark brown fingertips reminiscent of lush Amazonian foliage. The generous long cuff is brown on the inside.

DSC#	Size
37109	Small
37110	Medium
37111	Large

### FOG OF LONDON

The dapper dual tone of navy blue and gray harken to the classic style of Londontown.

DSC#	Size
37121	Small
37122	Medium
37123	Large



### HAWAII VOLCANO

Hawaiian volcano is a fiery red reminiscent of a burning lava flow. The generous long cuff is dusted with ash gray on the inside.

DSC#	Size
15223	Small
15224	Medium
15225	Large

SRP \$15.99 | Cost \$8.82

### ASSORTMENTS

#### NEW University Starter Pack + Tabletop Display

50 pairs in best-selling colors: the all-wool Streets of New York and SwypeSport Adrenalin. Assorted sizes.

DSC# 15226 | SRP \$799.50 | Cost \$420.00

#### SwypeGear Glove Assortment

120 Ct. Assorted sizes. Assorted colors.

DSC# 37128 | SRP \$1,918.00 | Cost \$1,077.60