



# NFL LOOK BOOK

FALL  
2016





Majestic<sup>®</sup>







# ALWAYS GAME™

is about heart and soul. Whether it's celebrating a championship, or making a fashion statement, Majestic allows you to revel in your team and proudly show your colors. **ALWAYS.**



FALL 2016





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## LEGACY

HEART AND SOUL

Truly the heart and soul of the NFL fan. The tradition, the rivalries and allegiances that connect generations of family, friends and fans while creating lasting legacies.



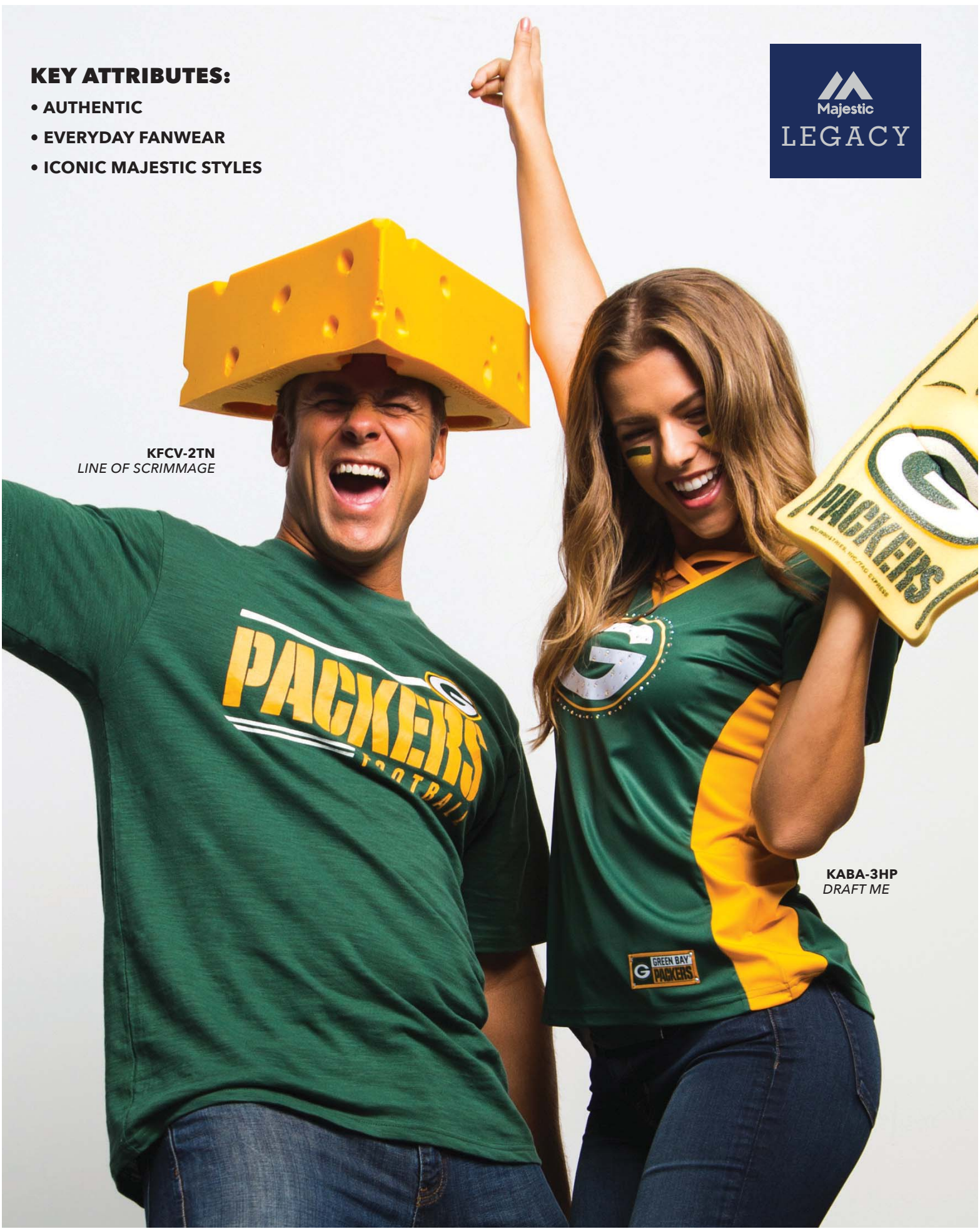
**KEY ATTRIBUTES:**

- AUTHENTIC
- EVERYDAY FANWEAR
- ICONIC MAJESTIC STYLES



**KFCV-2TN**  
LINE OF SCRIMMAGE

**KABA-3HP**  
DRAFT ME





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# LAUNDRY LUXE

## HERITAGE AND COMFORT

Heritage and comfort combine in a blend of texture, detail and tradition that honors their team. New Vintage styles offer a unique retro feel for the forward thinking fan who still appreciates the past.





**KEY ATTRIBUTES:**

- **PREMIUM FABRICS:**  
HYPER SLUB - MEN  
BURNOUT WASHES/SLUBS - WOMENS
- **WEATHERED/WORN/SOFT HAND DECORATIONS**
- **VINTAGE, SPORTS INSPIRED STYLING**



**KFGC-2TQ**  
HYPER LOGO

**KABH-3LU**  
VICTORY PLAY





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# SPORTS MONOCHROME

PREMIUM SPORTSWEAR WITH MINIMALISTIC DESIGN.

Premium sportswear with minimalistic design. Styles that speak to the "Sporters" consumer who loves the sport and wants the look that fits their fast paced 24/7 digital lifestyle.



KAKA-2TU  
BOLD PRIDE

## KEY ATTRIBUTES:

- LOCAL/CURRENT GRAPHICS AND ART TECHNIQUES
- CORE & NOVELTY COTTON FABRICS
- SPORTS INSPIRED DESIGN





SPORTS  
**MONO  
CHROME**

**KABG-3HX**  
COIN TOSS





# GAME REFLEX

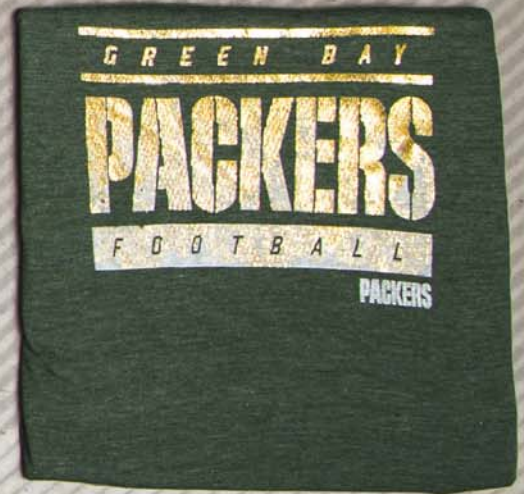
SUPERCHARGED ACTIVESTYLE FANWEAR.

Innovative team apparel to meet the athleisure trend of the male and female active fan plugged into the real and virtual game experience.





**GAME  
REFLEX**



**KEY ATTRIBUTES:**

- ACTIVESTYLE FABRICATIONS AND FABRICS
- GEO STRIKE PATTERN
- ZEPHYR HEATHER FABRIC PALETTE
- REFLECTIVE DETAILS



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# CAMO

## OUTDOOR LIFESTYLE WITHOUT BOUNDARIES

For those who respect the outdoor experience, respect their team, and proudly wear their passion for both. The unique Majestic camo pattern design is perfect for anything from a pre-game tailgate to a casual Saturday afternoon hike.



### KEY ATTRIBUTES:

- CUSTOM CAMO PATTERN
- COOL BASE<sup>®</sup> FABRICS
- TECHNICAL TRANSFER DECORATIONS



CAMO

KABE-2TW  
THE WOODS TEE



KABE-3GY  
THE WOODS



**PACKERS**



**RODGERS** **QB**

**12**





# VV

## MEN'S PLAYER







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PLAYER  
**HASHMARK**  
KA92-AB~

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**RODGERS**  
**12**

  
Majestic  
**LEGACY**



**RODGERS**

**12**



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PLAYER  
**ELIGIBLE  
RECEIVER III**  
K952-AY~

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PLAYER  
INITIATED  
TEAMMATE  
KFSA-AZ~









PLAYER  
**ONE**  
DEFINING  
MOMENT  
KTP2-BF~



SPORTS  
**MONO**  
CHROME





**RODGERS / 12**



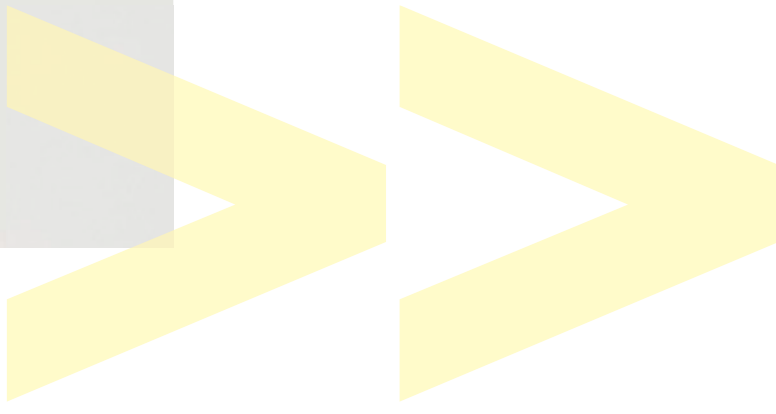
**PACKERS**





12





**WOMEN'S  
PLAYER**



PLAYER  
DRAFT  
HIM  
KABA-BM~







PLAYER  
FAIR CATCH  
KSL4-BN~



BACK DETAIL



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PLAYER  
KEY  
PERFORMANCE  
KFJC-BP~

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**MEN'S / WOMEN'S**

# **HALL OF FAME**

# VV



HALL OF FAME  
HASHMARK  
KA92-UYQ







STARR

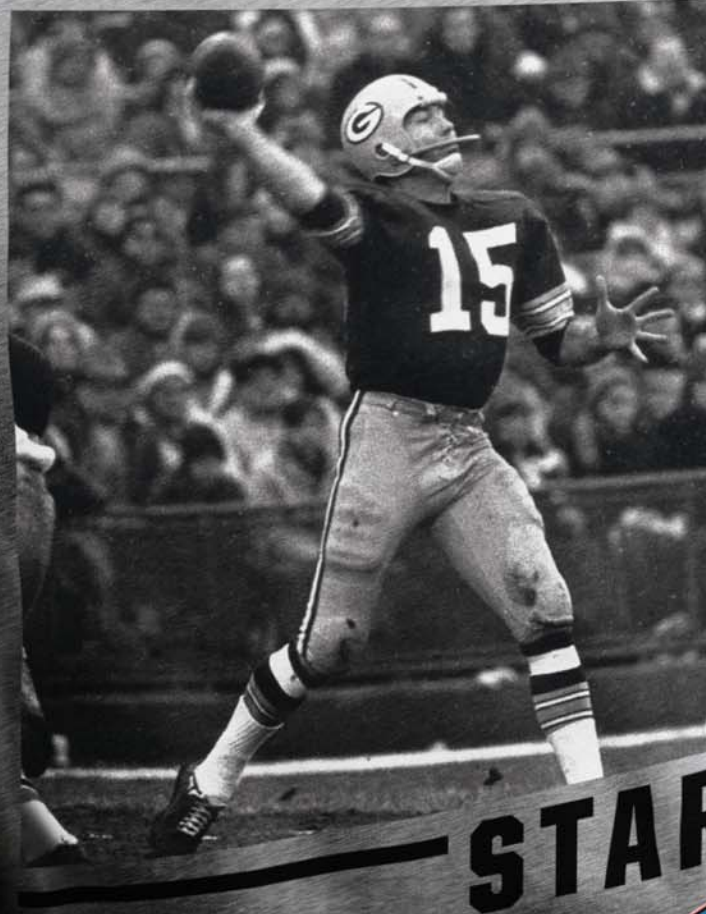
15



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HALL OF FAME  
PICTORAL  
HISTORY  
KTP2-2TK

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**STAR**







**STARR**

**15**



HALL OF FAME  
ELIGIBLE  
RECEIVER III  
K952-2TJ





HALL OF FAME  
FAIR  
CATCH  
KSL4-3CU











GREEN BAY

PACKER





# MEN'S PREBOOK VA



PREBOOK  
LINE OF  
SCRIMMAGE  
KFCV-2TN



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PREBOOK  
HYPER  
LOGO  
KFGC-2TQ

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Laundry  
LUXE



PREBOOK  
HYPER  
CLASSIC  
KFGC-5K1



Laundry  
LUXE

PREBOOK  
**PURE  
HERITAGE**  
KADD-2TR



*Laundry*  
**LUXE**



PREBOOK  
**GRIDIRON  
KFGN-2TS**



COLOR REFLECTIVE DETAIL

**GAME  
REFLEX**

PREBOOK  
BOLD  
PRIDE  
KACA-2TU



SPORTS  
MONO  
CHROME



PREBOOK  
FANFARE VIII  
KACC-2TV



BACK DETAIL



PREBOOK  
THE  
WOODS  
TEE  
KACB-2TW

PACKERS

CAMO



PREBOOK  
CORNER  
BLITZ  
KCHQ-2TZ



Laundry  
LUXE

PREBOOK  
**POWER  
HIT**  
KACD-2UC



Majestic  
LEGACY





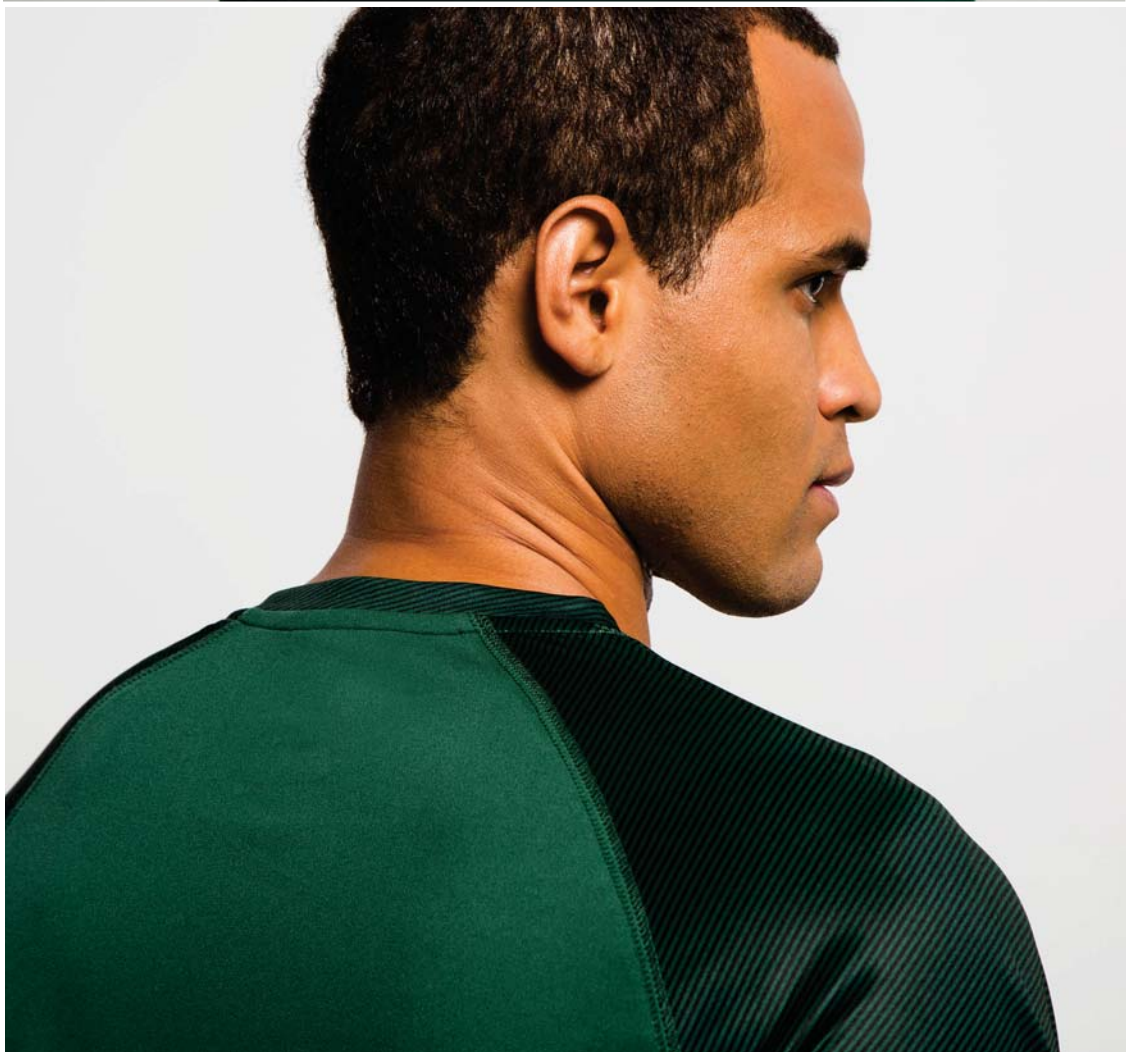


GREEN BAY  
**PACKERS**



PREBOOK  
LEAGUE  
RIVAL  
KACE-2UQ

GAME  
REFLEX







*GREEN BAY*  
**PACKERS**





PREBOOK  
FANFARE IX  
KACG-2UT



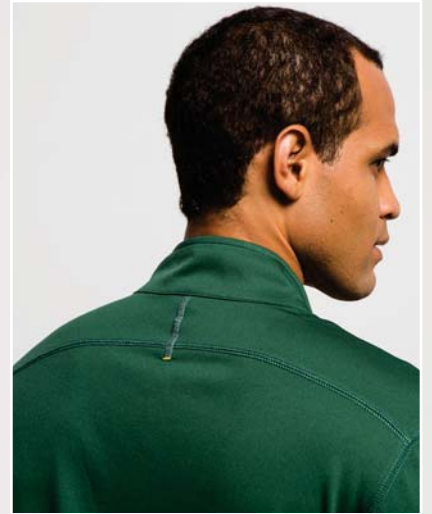


PREBOOK  
SHOWCASE  
CLASSIC  
KACH-2UU



Laundry  
LUXE

PREBOOK  
**INTIMIDATING**  
KACR-2VH



**GAME  
REFLEX**





PREBOOK  
CLUB SEAT  
KFGU-2UV

GAME  
REFLEX





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PREBOOK  
FIELD  
CLASSIC II  
KCDP-VV5

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**PACKERS**





PREBOOK  
TEAM  
PRIDE  
KACK-2UY



PREBOOK  
CLASSIC  
SYNTHETIC  
PANT  
KACL-2UZ

FRONT FABRIC DETAIL



GAME  
REFLEX



POCKET LINING DETAIL

PREBOOK  
GOAL  
LINE  
KACN-2VE



SPORTS  
MONO  
CHROME



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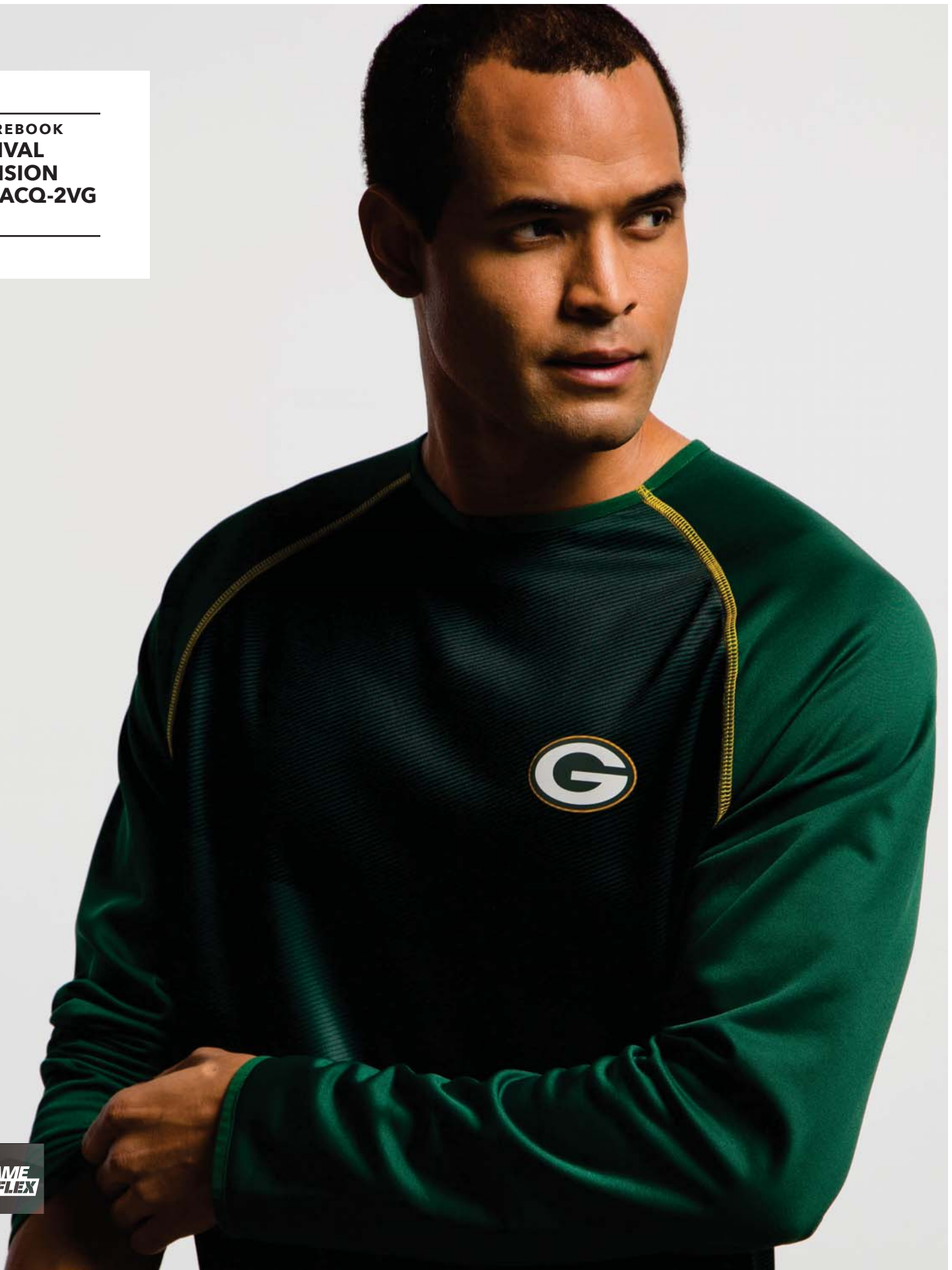
PREBOOK  
**CLASSIC  
CREW**  
KACP-2VF

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Majestic  
LEGACY

PREBOOK  
RIVAL  
VISION  
KACQ-2VG



GAME  
REFLEX



PREBOOK  
ACROSS  
THE  
SCOREBOARD  
KACZ-7KC



PREBOOK  
THE  
WOODS  
1/2 ZIP  
KACZ-2VM



CAMO



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PREBOOK  
**GAMEDAY  
CLASSIC  
KACT-2VJ**

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*Laundry*  
**LUXE**

PREBOOK  
CHAMPIONSHIP  
HOOD  
KACU-2VK



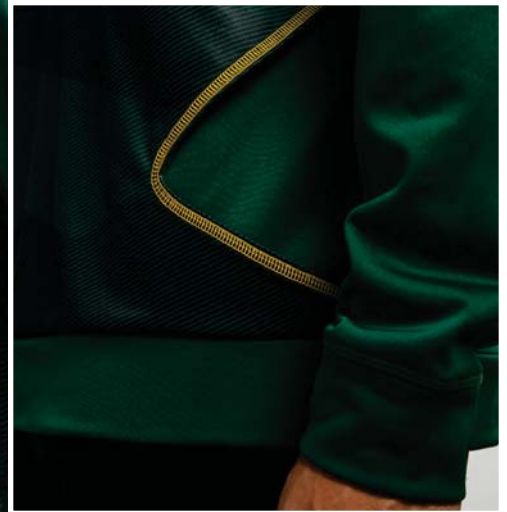
Majestic  
LEGACY



PREBOOK  
ARMOR II  
KACV-2VL



POCKET DETAIL



DETAIL



GAME  
REFLEX

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PREBOOK  
ANCHOR  
POINT  
KADA-2VN

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Majestic  
LEGACY



PREBOOK  
**GAME  
ELITE  
KADB-2VQ**



**GAME  
REFLEX**

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PREBOOK  
TEAM  
TECH  
KADC-2VR

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GAME  
REFLEX





**PACKERS**  
**COUNTRY**



# VA

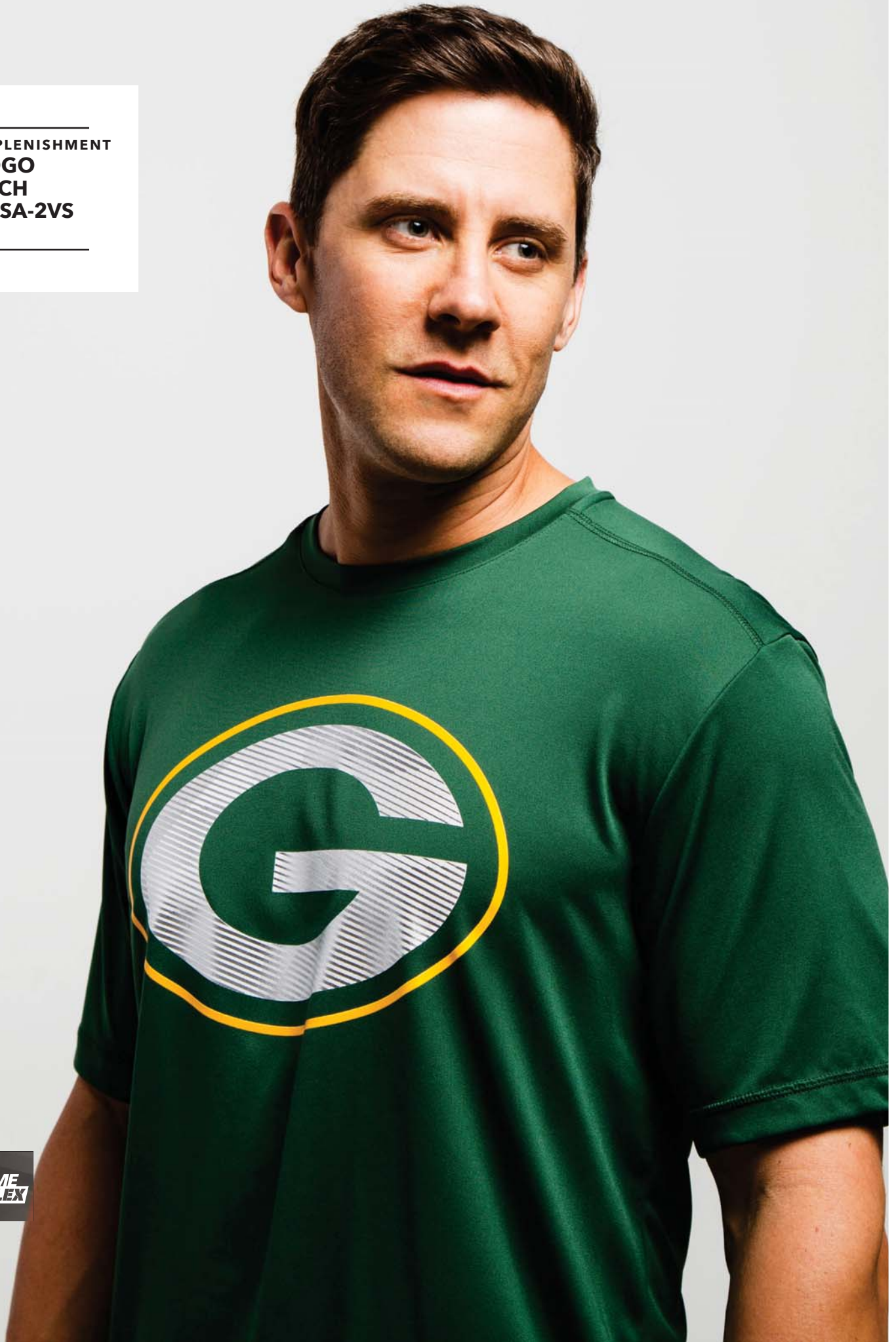
## MEN'S REPLEN



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REPLENISHMENT  
LOGO  
TECH  
KFSA-2VS

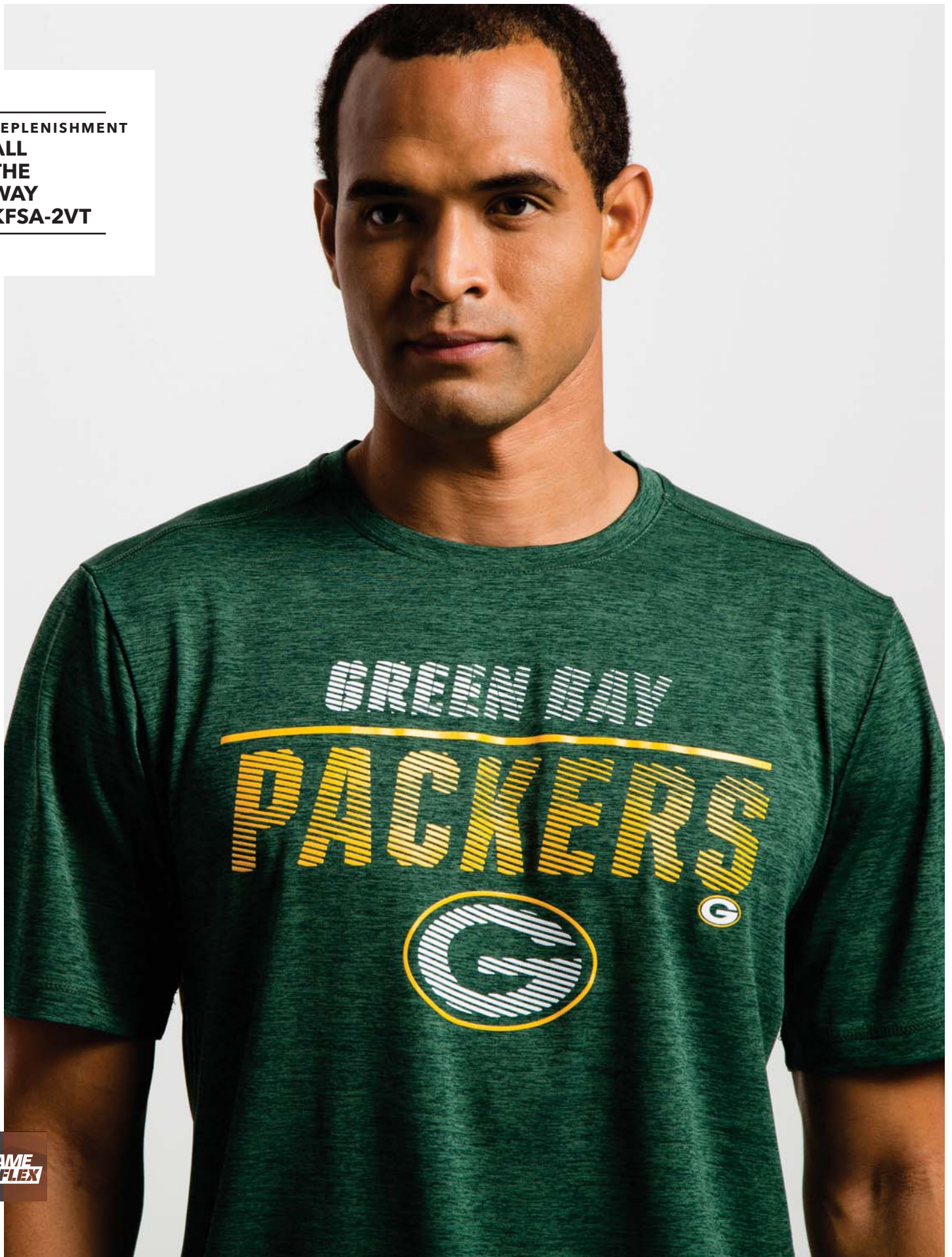
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GAME  
REFLEX



REPLENISHMENT  
ALL  
THE  
WAY  
KFS-2VT



GAME  
REFLEX



REPLENISHMENT  
KEEP SCORE  
KTP2-2VU



Laundry  
LUXE

REPLENISHMENT  
THE RIGHT  
DIRECTION  
KTP2-2VV

GAME  
REFLEX



REPLENISHMENT  
**WINNER'S  
GLORY**  
KTP2-2VX



SPORTS  
**MONO  
CHROME**

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REPLENISHMENT  
GO  
FAR  
K623-2VY

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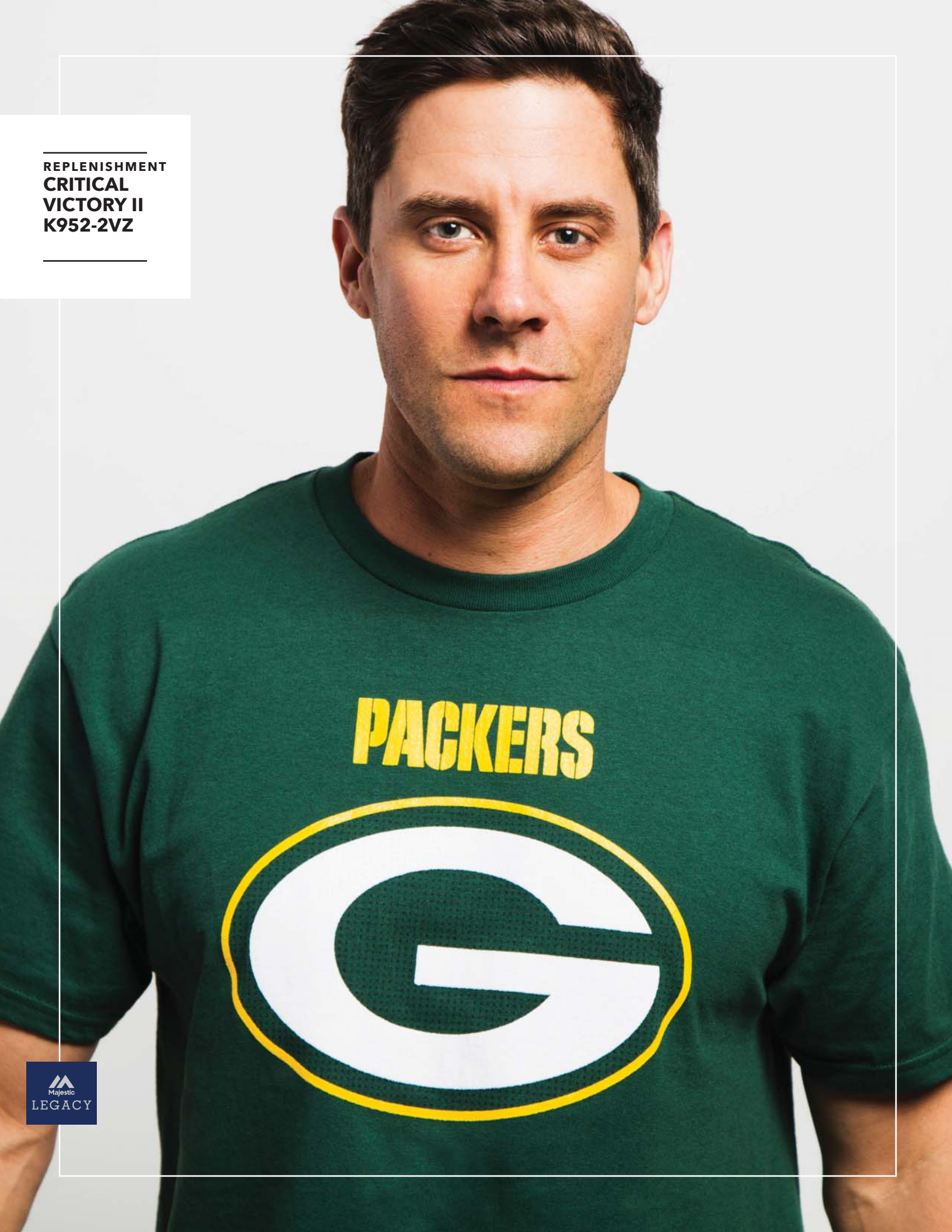
SPORTS  
MONO  
CHROME



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**REPLENISHMENT  
CRITICAL  
VICTORY II  
K952-2VZ**

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**PACKERS**





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REPLENISHMENT  
CRITICAL  
VICTORY II  
K907-2VZ

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**PACKERS**

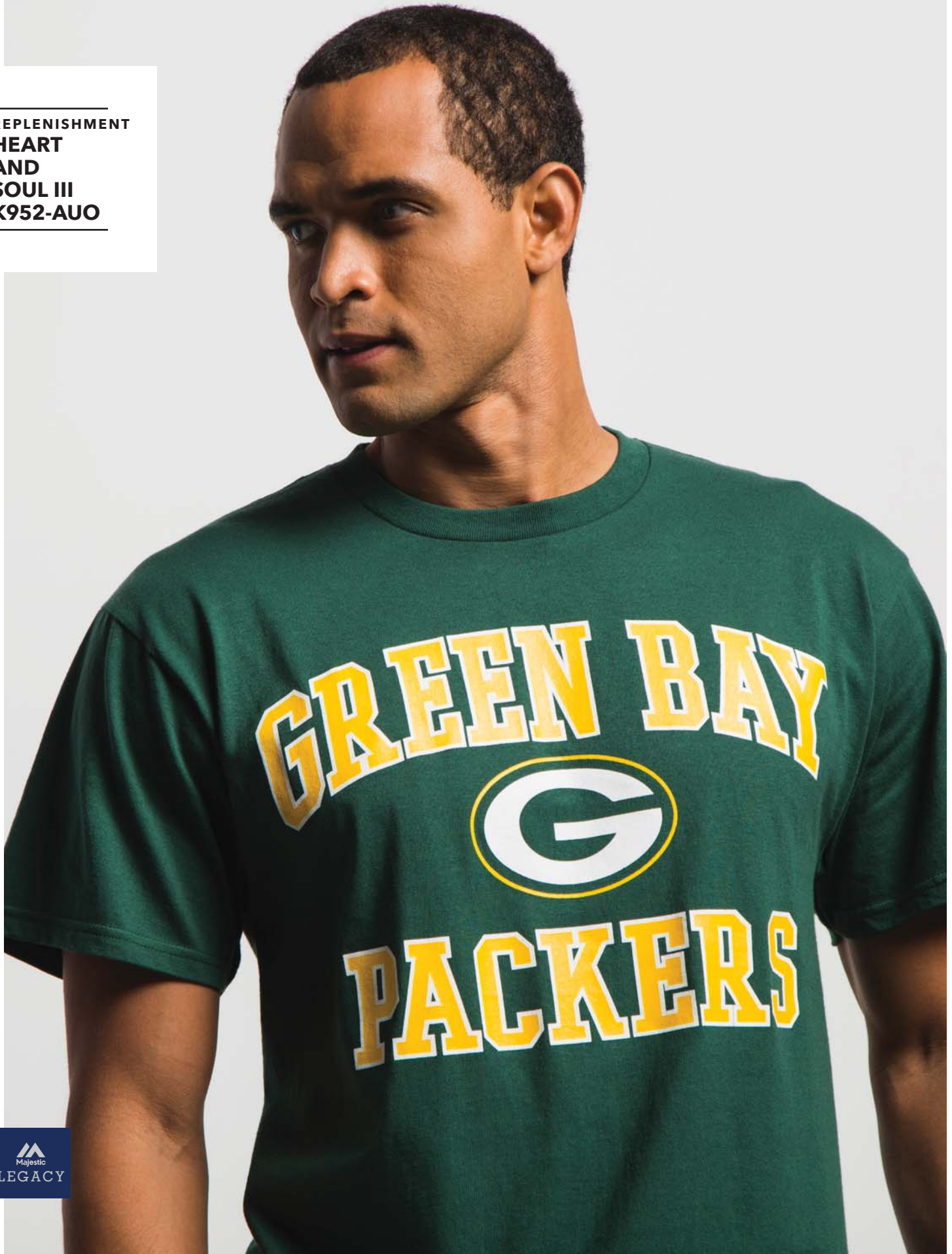


REPLENISHMENT  
JUST  
GETTING  
STARTED  
K724-2WU





REPLENISHMENT  
HEART  
AND  
SOUL III  
K952-AUO



Majestic  
LEGACY

REPLENISHMENT  
BATTLE  
INTENSITY  
K952-2YU





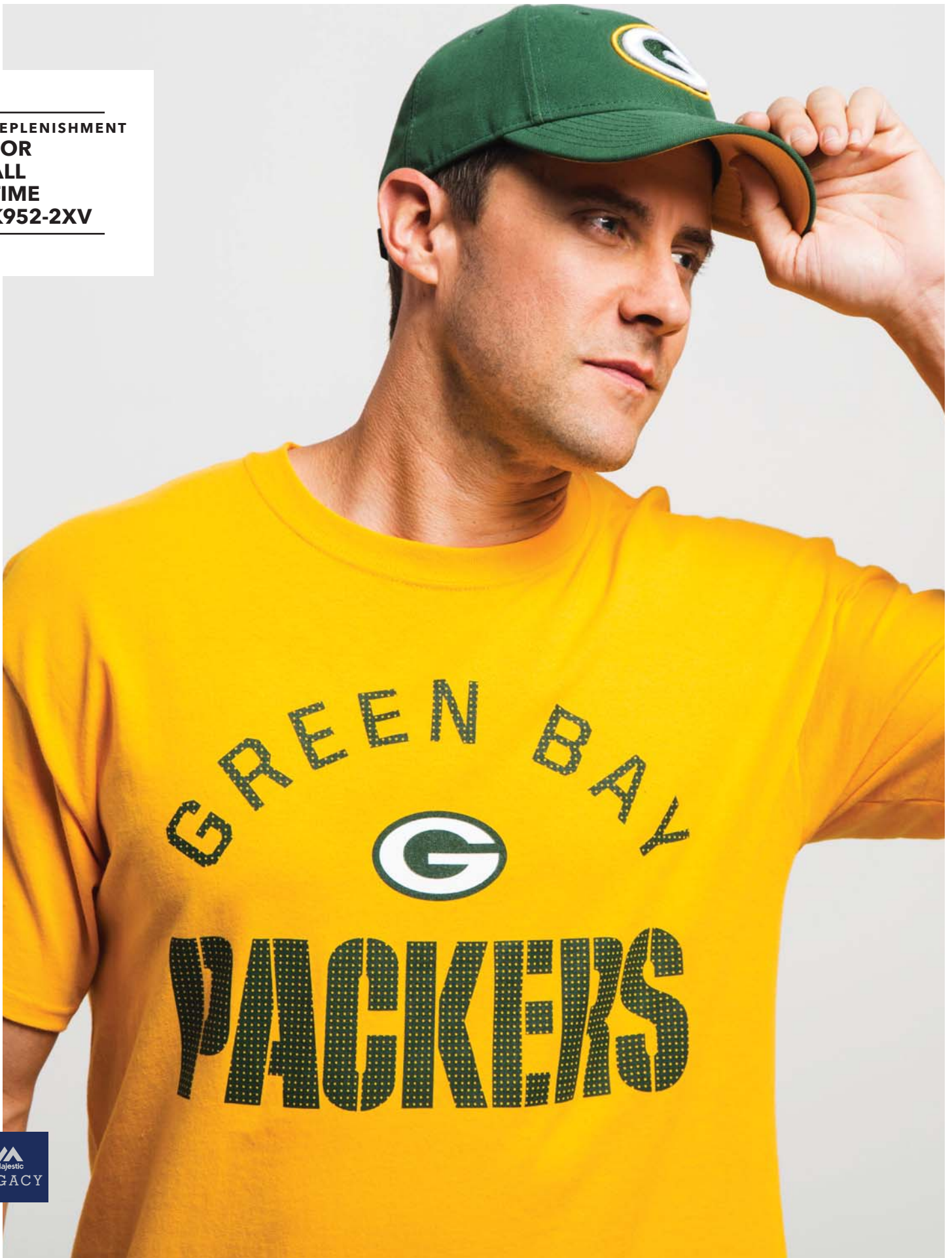
REPLENISHMENT  
OF  
GREAT  
VALUE  
K952-2YV

GREEN BAY   
PACKERS

  
Majestic  
LEGACY



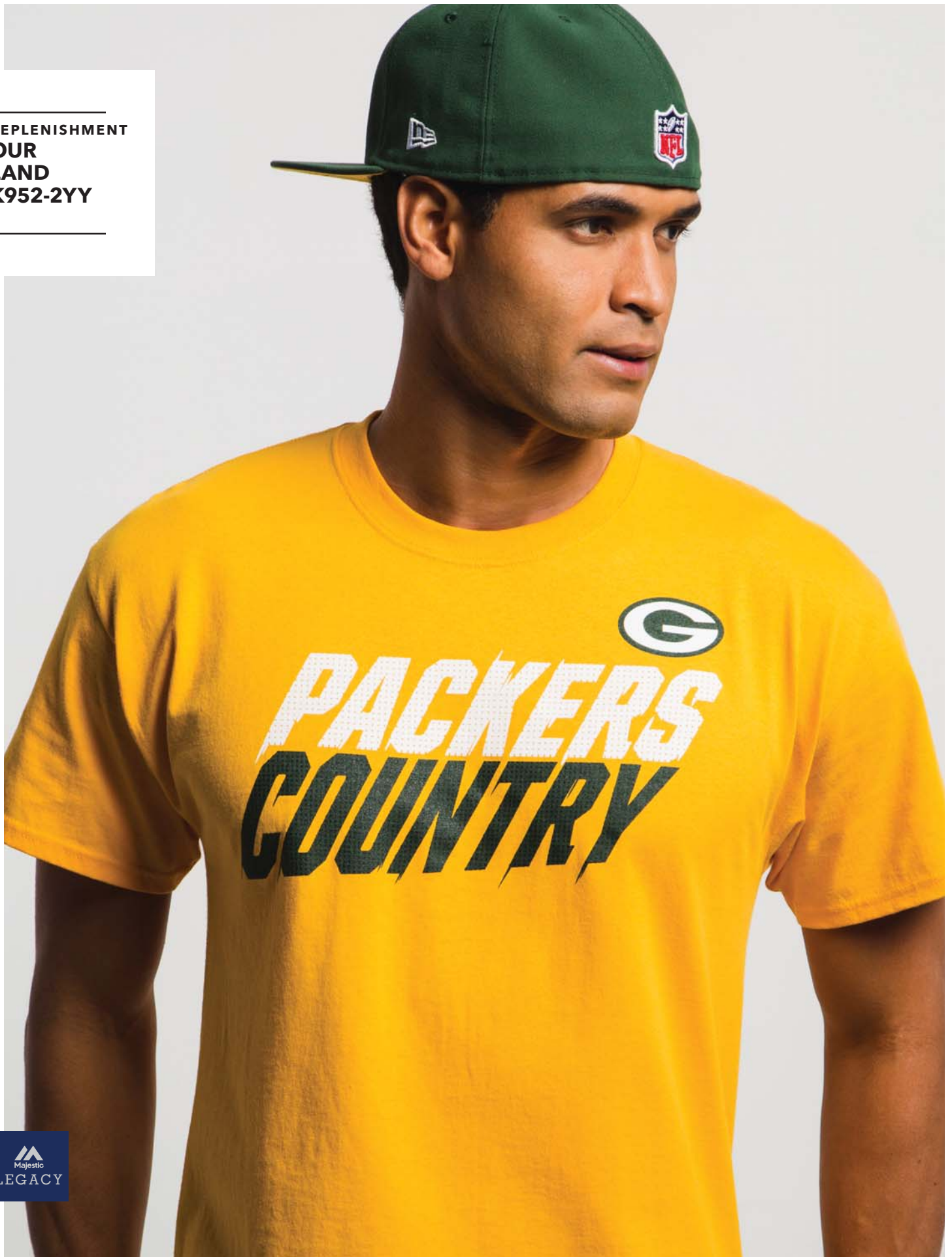
REPLENISHMENT  
FOR  
ALL  
TIME  
K952-2XV



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LEGACY



REPLENISHMENT  
OUR  
LAND  
K952-2YY



REPLENISHMENT  
PRIMARY  
RECEIVER  
K717-2YZ



Majestic  
LEGACY



REPLENISHMENT  
A LIFE  
ABOVE  
K717-2ZK



Laundry  
LUXE

REPLENISHMENT  
OFFICIAL  
HISTORY  
K717-2ZR



SPORTS  
MONO  
CHROME



REPLENISHMENT  
WRITTEN  
PERMISSION  
K717-2ZS

GREEN BAY  
PACKERS



GAME  
REFLEX

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REPLENISHMENT  
KICK  
RETURN  
K099-2ZU

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*Laundry*  
**LUXE**



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REPLENISHMENT  
TEK  
PATCH  
K099-UPW

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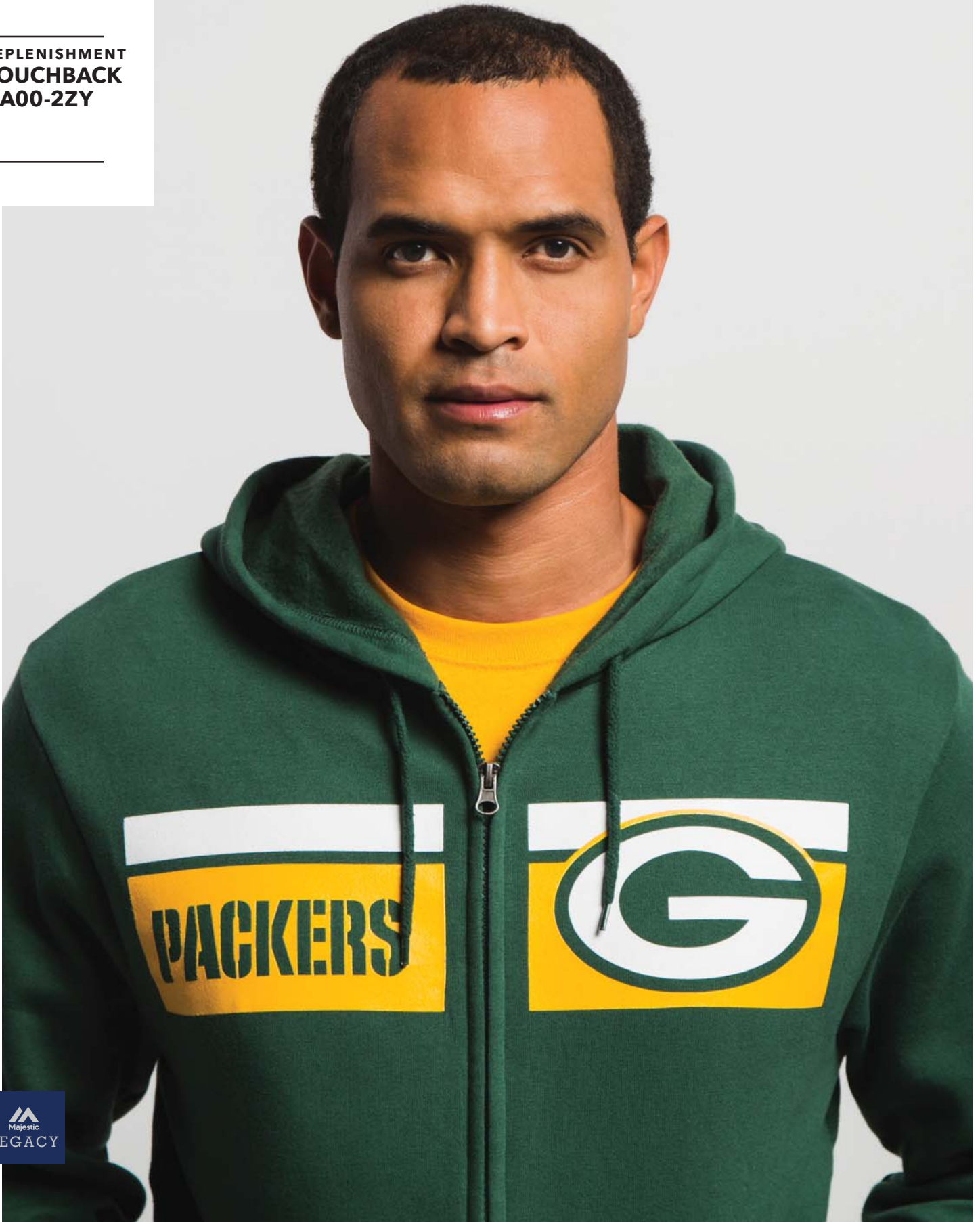
REPLENISHMENT  
STARTLING  
SUCCESS  
KFJA-2ZV



GAME  
REFLEX



REPLENISHMENT  
TOUCHBACK  
KA00-2ZY



Majestic  
LEGACY



REPLENISHMENT  
CAMO  
TECH  
PATCH  
K952-ODA



CAMO

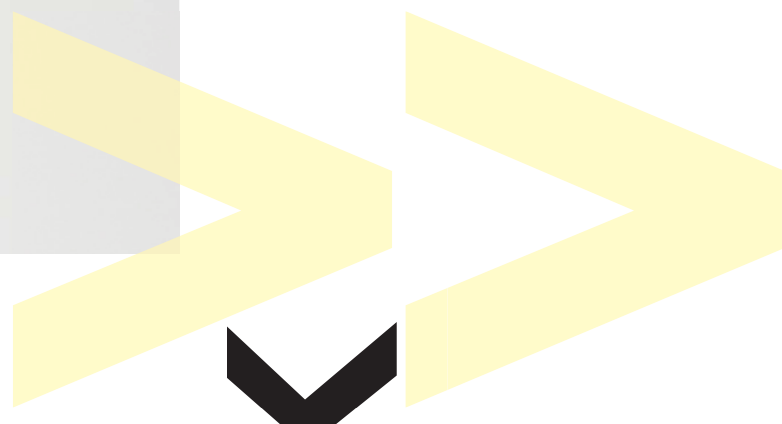








# WOMEN'S PREBOOK





PREBOOK  
GAME  
TIME  
GLITZ  
KFEA-3GQ



Laundry  
LUXE

PREBOOK  
DAY  
GAME  
KADF-7JA



Laundry  
LUXE



PREBOOK  
SUPERSTAR  
EFFORT  
KFED-3DU



Laundry  
LUXE

PREBOOK  
PRIDE  
PLAYING  
KABB-3DW





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PREBOOK  
TAILGATE TEE  
KABC-3GQ

---



SPORTS  
MONO  
CHROME

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PREBOOK  
**POWER  
RUN**  
KABD-3GX

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**GAME  
REFLEX**



PREBOOK  
THE WOODS  
KABE-3GY



CAMO



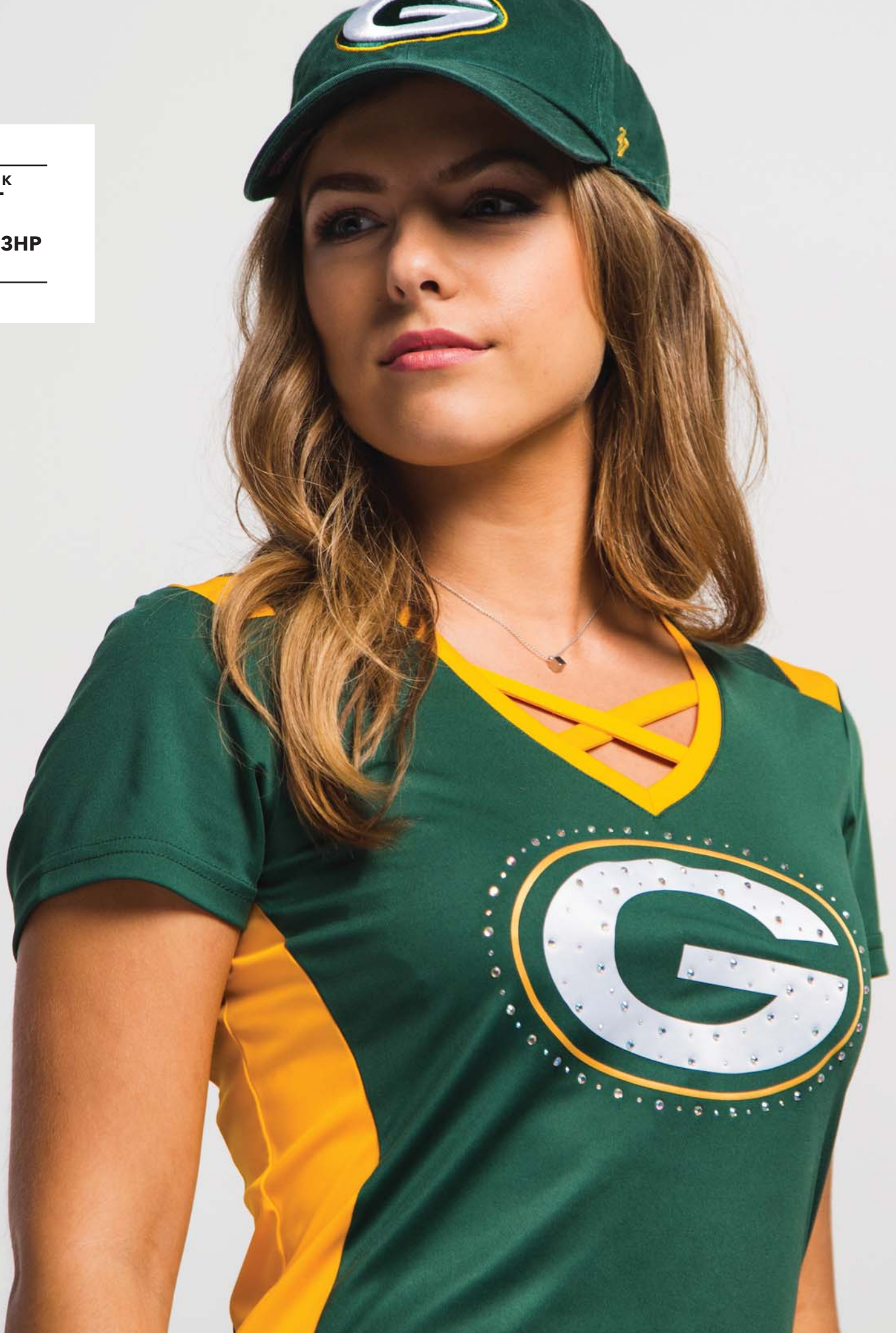
PREBOOK  
BRIGHT  
LIGHTS  
KFEF-3GZ



Laundry  
LUXE



PREBOOK  
DRAFT  
ME  
KABA-3HP





Majestic  
LEGACY



PREBOOK  
**CHAMPIONSHIP  
ATTITUDE**  
KFE2-3HR



SPORTS  
**MONO  
CHROME**

PREBOOK  
LEAD PLAY  
KABF-3HU



Laundry  
LUXE



PREBOOK  
COIN  
TOSS  
KABG-3HX



SPORTS  
MONO  
CHROME

PREBOOK  
**VICTORY  
PLAY  
KABH-3LU**



*Laundry*  
**LUXE**



PREBOOK  
**WINNING  
STYLE**  
KABJ-3LV



Majestic  
LEGACY



---

PREBOOK  
**ABSOLUTE  
ADVANTAGE**  
KABK-3LW

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PREBOOK  
**DYNAMIC  
EFFORT**  
KABL-3LY

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PREBOOK  
**ELEGANCE  
PERSONIFIED**  
KPNC-VYA



*Laundry*  
**LUXÉ**







PREBOOK  
**GREAT  
PLAY**  
KABM-3NQ



*Laundry*  
**LUXE**

PREBOOK  
O.T.  
QUEEN  
KABN-3NU





PREBOOK  
**BUTTONHOOK**  
KABQ-3NV



*Laundry*  
**LUXE**

PREBOOK  
DEEP  
POST  
KABR-3NW



SPORTS  
MONO  
CHROME



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PREBOOK  
PLAY ACTION  
KFEN-3NY

---



GAME  
REFLEX



PREBOOK  
CLUB  
PASS  
KFES-3WK



GAME  
REFLEX



PREBOOK  
ATHLETIC  
TRADITION  
KABS-3WL



Laundry  
LUXE

PREBOOK  
HOT ROUTE  
KABT-3WM





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PREBOOK  
CAMO  
KCHR-5DR

---



CAMO

PREBOOK  
SPEED FLY  
KABU-3WN



GAME  
REFLEX





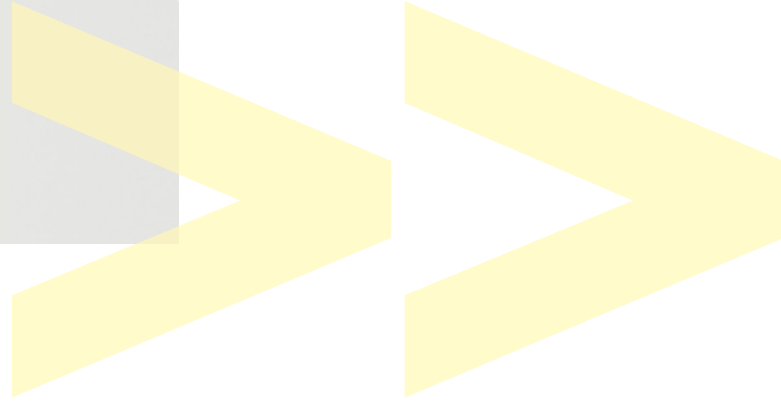
GREEN BAY

PACKERS

FOOTBALL

PACKERS

**WOMEN'S  
REPLEN**





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REPLENISHMENT  
TESTED  
KLCT-3WQ

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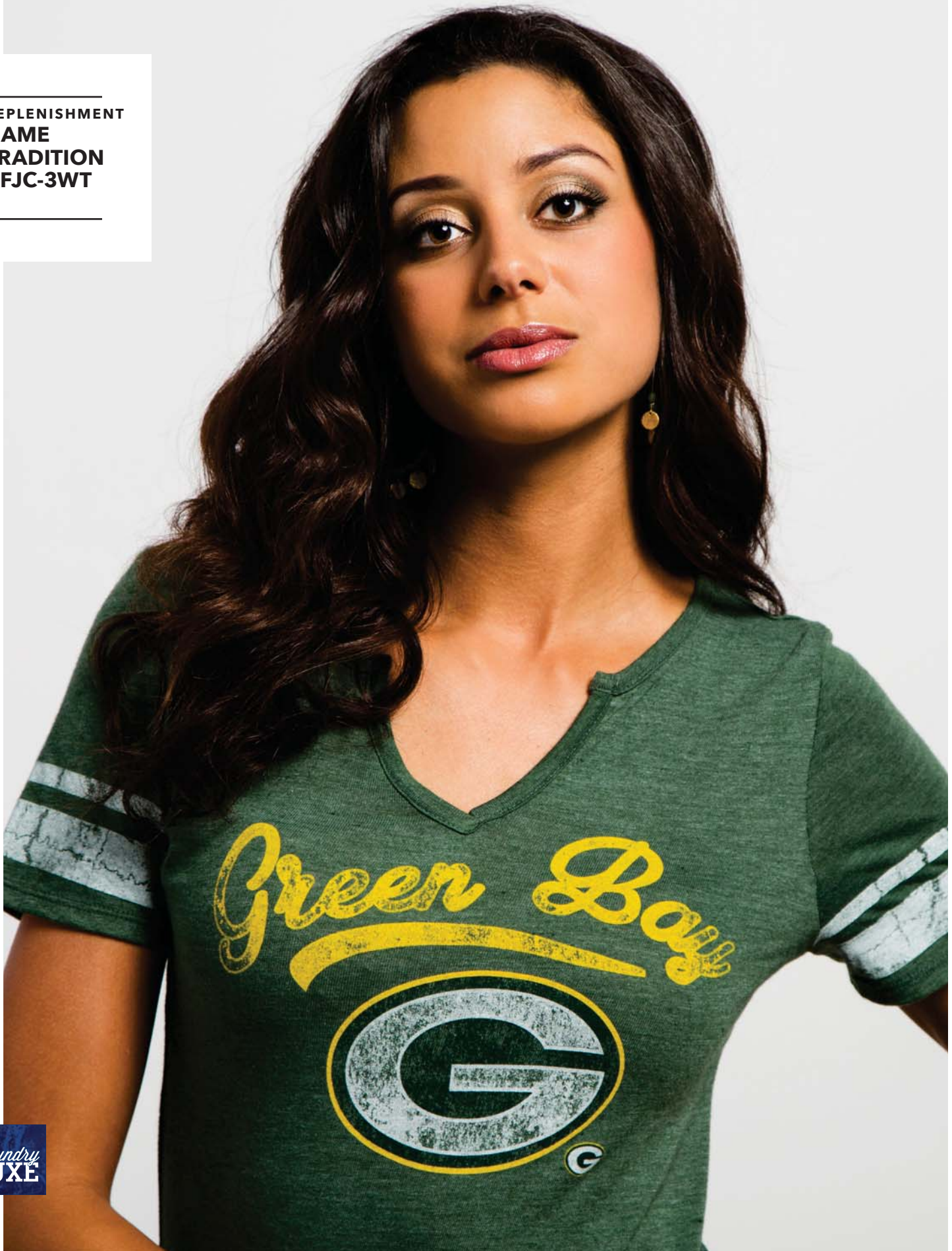
REPLENISHMENT  
FRANCHISE  
FIT  
KSL4-3WS

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REPLENISHMENT  
GAME  
TRADITION  
KFJC-3WT



Laundry  
LUXE

REPLENISHMENT  
GO  
FOR  
TWO  
KFJC-3WU



GAME  
REFLEX



REPLENISHMENT  
STRIVE  
FOR  
GREATNESS  
KFJC-3WV



Laundry  
LUXE

REPLENISHMENT  
DEFIANT  
VICTORY  
K285-3WX



Majestic  
LEGACY



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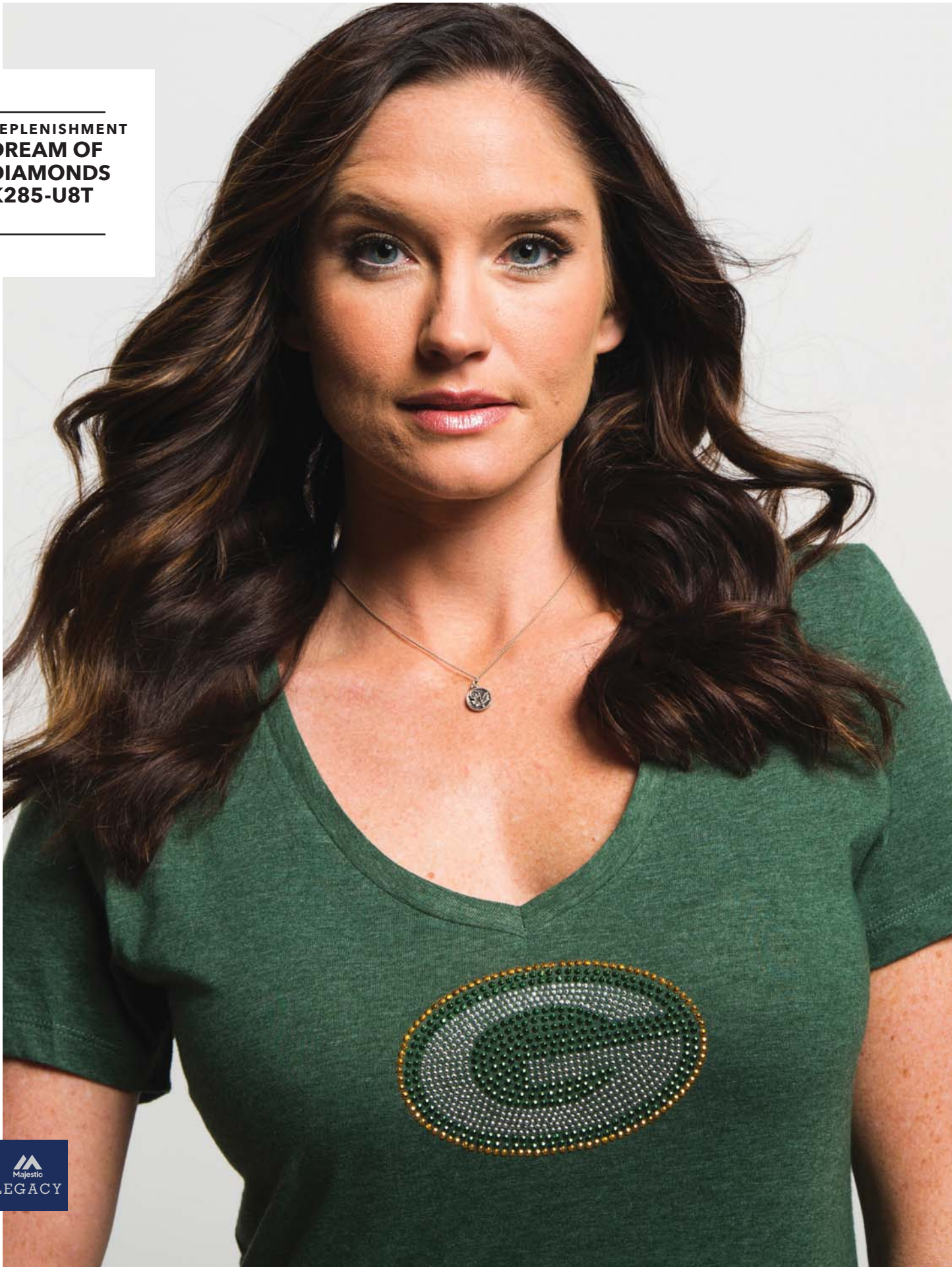
REPLENISHMENT  
DUAL  
THREAT  
K285-3WY

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REPLENISHMENT  
DREAM OF  
DIAMONDS  
K285-U8T





REPLENISHMENT  
PRIDE  
RULES  
K176-3WZ



Laundry  
LUXE



REPLENISHMENT  
ACT  
LIKE A  
CHAMPION  
K176-3XM



Laundry  
LUXE



REPLENISHMENT  
TALK  
FOOTBALL  
TO ME  
K176-3XU



Laundry  
LUXE

REPLENISHMENT  
NEVER  
LET IT  
REST  
KDD6-3XV





REPLENISHMENT  
STRIVE  
FOR  
PROGRESS  
KDD6-3KU



CAMO

REPLENISHMENT  
SELF  
DETERMINATION  
KADE-3XY

