

TIDINGS OF COMFORT AND JOY

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HAPPY GIFTING

We believe everyone should live comfortably.

This year, when you wrap up the comfiest basics ever, you're also giving the gift of everlasting softness in items that stand the test of time.

EVERY SHADE OF SOFTNESS

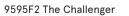
Wrap up the gift of year-round comfort. Our Eco-Fleece collection, inspired by classic gym wear, is made with a blend of sustainable materials for unmatched softness.



9575F2/FB The Champ



9590F2/FB Rocky Hoodie







9881F2/FB The Dodgeball Pant

9573F2/FB Adrian Hoodie













We have the perfect T-shirt for everyone on your list, at every price point and comfort level, from soft to softer. Try our unisex styles, perfectly tailored for him and her.







1070C1 Basic Crew



6005C2 Organic Crew





4162CV Heritage Tee

5050BP The Keeper







1973E1/EA/EJ Eco Crew

THAT'S A WRAP

A comfy wrap is the perfect layering piece that transitions easily from season to season. Pull together every fashion-forward look with one of our stylish wraps.



7598BQ Zen Wrap



2922MR Stevie Wrap



12529E1 Rib Sleeve Wrap





2898J1 Inside Out Sleeveless Tee 2835E1 Warm Up Wrap

2830MR Muscle Tee





COZIER THAN CASHMERE

With knit-sweater softness, our Vintage Heavy Knit collection includes pieces perfect for year-round layering. If you've always wanted a cashmere sweater, try on our version. It'll be hard to take off.







7606BQ Relaxed L/S Pullover

7594BQ Cozy Pullover Hoodie

7600BQ Slow Jogger



7597BQ Kick Back Pullover



7598BQ Zen Wrap



7601BQ Weekender Hoodie



MIX & MATCH

Made from our Burnout French Terry, your favorite styles are unbeatably soft with an authentically worn-in look. And since two (or three or four) are better than one, mix and match these basics for a fashion-forward look.



8629FH/FJ Schoolyard Hoodie



8628FH/FJ Day Off Hoodie



8636FH/FJ Laid Back Zip Hoodie



8626FH/FJ Lazy Day Pullover



8632FH/FJ Long Weekend Pants 8625FH/FJ Campus Jogger









DON'T FORGET YOUR MINI ME

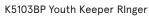
We've shrunk our best-selling styles to fun-size silhouettes so you can give your Mini Me your favorite look, too. Everyone deserves to grow up in style.







K5093BP Youth Slapshot

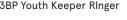




K9575GF Youth Champ



K9595GF Youth Challenger





K5103EA Youth Eco Ringer

STYLES FOR ANY BUDGET

We can't blame you for wanting to give everyone you know the softest basics around. Now you can with these must-have styles that fit any budget.



5103BP Keeper Ringer



5050BP The Keeper



1070C1 Basic Crew







H0070C1 Dad Cap

#PRINTALTERNATIVE















H0076C1 Fidel Cap

5104BP Team Player Tee



GIFT GIVING TIPS

Finding the Perfect Gift for Everyone

GIFT CLOTHES PEOPLE WANT TO WEAR

Retail quality. Style. Soft, sustainable fabrications. The right silhouette. A garment that stands the test of time, wear after wear. At Alternative, we take the time to design authentically worn-in pieces in fabrications that feel like a second skin, and become your go-to, everyday pieces.

GIFT HOODIES AND PULLOVERS PEOPLE WEAR

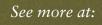
When you give a stylish hoodie or pullover to dress up or down, people will wear it all year – to class or work, to the gym or brunch, to a bonfire or the beach. Warm and ultra-cozy, our hoodies and pullovers keep you comfortable year-round.

GIFT SUSTAINABLY MADE PIECES

Our methods and materials are mindful of our impact on the planet. We source the finest fabrics, develop fabric blends for softness and durability, and incorporate organic and recycled materials wherever possible.

GIFT BAGS AND ACCESSORIES PEOPLE TOTE EVERYWHERE

We have a great selection of complementary men's and women's styles, along with lots of unisex basics. Check out our website.



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