



ALTERNATIVE.

# WE'RE WITH THE BAND

BAND & FESTIVAL STYLE SPOTLIGHT



# CROWD PLEASERS

From intimate venues to sold-out arenas, you can catch Alternative on the road with bands of all sizes. From Beyoncé to Bon Jovi, Sheryl Crow to Shakira or Avett Brothers to Air Supply, our styles cover all genres.



# OUR LINEUP

FROM GRAMMY WINNING MUSICIANS TO  
OUR FAVORITE LOCAL ACTS:

*Sting • Kiss • Beyonce • Kings of Leon • \*NSYNC •  
Alabama Shakes • Taylor Swift • Selena Gomez •  
Fleetwood Mac • Phish • The Avett Brothers • Dave  
Matthews Band • Sylvan Esso • Chris Stapleton •  
Paramore • Bruno Mars • Ed Sheeran • The Black  
Keys • Shawn Mendes • The Strokes • Kanye West •  
The Killers • Anderson Paak • Beach House • Chris  
Stapelton • Green Day • Purity Ring • Shakira • Ben  
Folds Five • Phillip Phillips • Journey • Sasquatch  
• Tegan & Sara • Delta Rae • Death Cab for Cutie  
• Air Supply • Cheap Trick • John Mayer • Rancid  
• Citizen Cope • Hanson • Sheryl Crow • Kid Rock  
• Rascal Flatts • Bob Dylan • Depeche Mode •  
Galactic • Michael Sweet • The Goo Goo Dolls •  
The 1975 • Chicago • Jason Isbell • First Aid Kit •*



# A COMFORTABLE TEE IS NEVER OFF KEY

*Our classic vintage  
P.E. crew.*



1973E1 Eco Crew

YOUR BAND IS YOUR BRAND



*There for layers,  
softness and a  
good time.*



1016CG Heavy Wash Muscle Tee

REP IT WELL.



5050BP The Keeper

*Breathable, cool,  
and gets better  
with each wear.*

Throw-back  
retro style.



12150E1 Eco Football Tee

Voted most comfortable  
sweatshirt by Men's Health.



9575F2 The Champ



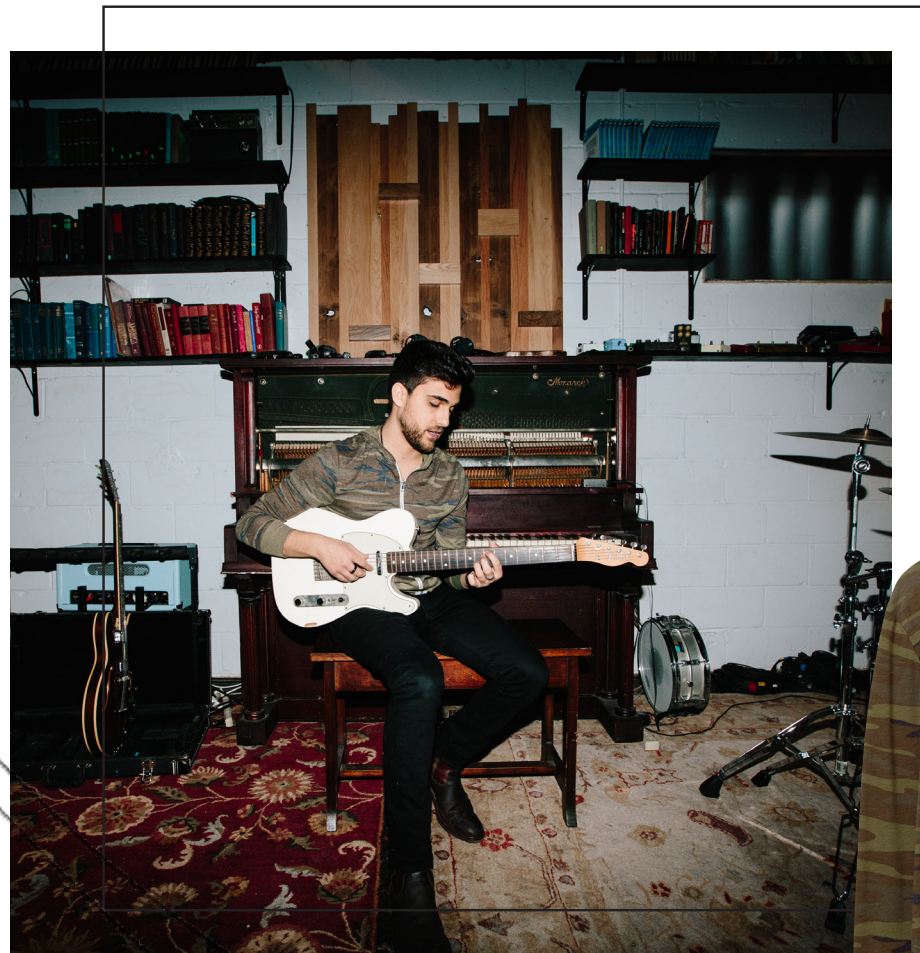
The wild  
child

1927EA Meegs Racer Tank



FOR MUSICIANS

+ FANS



*Sun down,  
layer up.*



1970EA Eco-Jersey™ Zip Hoodie



*Garment-dyed to  
(im)perfection.*

4162CV Heritage Tee



*Everyone loves this novel-tee.*



5093BP Slap Shot Tee





**THE PERFECT BAND  
TEE IS THE ONE  
THAT FEELS LIKE  
IT'S BEEN LOVED  
FOR YEARS, EVEN  
DURING ITS  
FIRST WEAR**



*Dance to your heart's content  
with raw edge sleeves.*



**4134CV** Rocker Tee

# FESTIVAL- READY

Alternative has always been the source for perfectly lived in, printable tees. The softness and simplicity of our styles make them the perfect band/festival tee.



# ON ROTATION



Check out some of our most popular music merch styles - proven sell-out styles that are always ready for an encore appearance.

See more at  
[wholesale.alternativeapparel.com](http://wholesale.alternativeapparel.com)



5054BP  
Womens Backstage Tank



1927E1/EA/EJ  
Womens Meegs Racer Tank



3095B2  
**new** Womens Slinky Jersey Muscle Tee



1016CG  
**new** Womens Heavy Wash Muscle Tee



5104BP  
Womens Team Player Tee



1973E1/EA/EJ  
Unisex Eco Crew



5052BP  
Womens The Keepsake



5064BP  
Womens The Backstage Tee



6094S1  
**new** Unisex Slub Keeper Tee



2089E1/EA  
Unisex Baseball Tee



5114BP  
**new** Headliner Crop Tee



1010CG  
Unisex The Outsider Tee



4162CV  
Unisex Heritage Tee



5050BP  
Unisex The Keeper



1070C1  
Unisex Go-To Tee



5127BP  
**new** Unisex Keeper Baseball Tee



1989E1/EA  
Unisex 3/4 Raglan Henley



1990E1/EA  
Womens Slouchy Pullover



1970E1/EA  
Unisex Eco Zip Hoodie



9590F2/FB  
Unisex Rocky Hoodie



12150E1  
Unisex Eco Football Tee



5103BP  
Unisex Keeper Ringer Tee



4850CV  
Unisex Distressed Heritage Tee



5093BP  
Unisex Slap Shot Tee



4861CV  
Womens Distressed Rocker Tee



9573F2/FB  
Womens Printed Adrian Hoodie



9595F2  
Unisex The Challenger Pullover Hoodie



9575F2/FB  
Unisex The Champ



9881F2/FB  
Mens Printed Eco-Fleece Dogeball Pant



31082F2/FB  
Womens Eco Fleece Jogger



ALTERNATIVE®