BELLA + CANVAS
BRAND DNA
AT BELLA+CANVAS, WE’RE DIFFERENT

BE DIFFERENT
BELLA+CANVAS co-founders Danny Harris and Marco DeGeorge are best friends who started a screen-printing company right out of high school. They eventually moved into private label manufacturing for retail brands like GAP and Banana Republic. Their screen print customers eventually requested blanks like they were making for retail. This made them realize that great fitting-and-feeling, off-the-shelf garments simply didn’t exist for women. The industry’s approach was to take a men’s tee and “shrink it & pink it”. They were the first to introduce women’s fitting, retail-quality apparel. Since founding BELLA+CANVAS 25+ years ago, Danny and Marco have been changing the industry with apparel that men, women, and kids want to wear. As a result, BELLA+CANVAS is now the largest and fastest growing premium brand in the industry.
OUR CULTURE

At Los Angeles-based BELLA+CANVAS, we’re all about providing a place where the entrepreneurial spirit thrives. It’s a collaborative environment where everyone has a voice, and great ideas can come from anyone. We seek to ignite our BE DIFFERENT mentality throughout each department. Our office spaces are open concept with lots of natural light. We have created a lush zen garden for employees to enjoy for meetings and breaks, and advocate a healthy body and mind through our weekly on-site yoga classes.
WE MAKE PREMIUM CRAFTED TEES

WE SAY YES TO AIRLUME COTTON.
WE SAY NO TO COE.

We’ve been preaching the combed and ring-spun cotton message since day one, back when all of the other apparel manufacturers were using lower-quality, carded open-end (COE) cotton. We’ve been true to our core belief that quality garments start at the thread level, which is exactly where we start our design process. Our signature Airlume combed and ring-spun cotton is engineered to create the softest, smoothest tee you’ve ever felt, worn or printed.
WHAT MAKES OUR COTTON DIFFERENT?

Purer cotton: We comb out 2.5x more impurities from our cotton than any other apparel brand in the industry.

Longer staples: This makes for fewer stray fibers and a smoother printing surface.

Eco-dyed: We dye our fabric using 7x less water than the average clothing manufacturer.
Our bodies aren’t shaped like tubes, so why does tubular T-shirt manufacturing still exist? While constructing garments this way is definitely cheaper for manufacturers, tubular T-shirts are ill-fitting and unflattering for wearers. For us, a perfect fit is everything, so side-seamed tees are the only tees we make. Side seams are necessary to tailor a garment to the subtle nuances of the human body, for garments that fit and flatter every body type and size.
WE PREFER A TECHNICAL FIT

At BELLA+CANVAS, we go to unheard-of lengths to perfect the fit of every single garment we make in every size. Rather than relying on generic size grading, we cross-reference every body type, every height and every weight to ensure our fit reaches the largest audience possible—and at the same time, we never ignore the nature of great tailoring or contouring.
WE BELIEVE IN USA-STRONG PRODUCTION
BELLA+CANVAS IS THE LARGEST NORTH AMERICAN APPAREL DYER AND CUTTER

We operate the largest, most technologically advanced cutting facility in the Western Hemisphere, and believe technology yields a higher-quality product. Our automated, laser-guided cutting ensures precise sizing and consistency across all of our styles. Most other manufacturers manually cut their garments, resulting in major sizing variances.

Further, by dyeing our apparel in Los Angeles, we ensure color consistency across all of our styles, no matter where the goods are assembled vs. other brands that struggle to achieve the same shade when they dye and manufacture the same style in different factories across the globe.
As a US based company, we believe deeply in supporting American jobs. As the largest premium apparel manufacturer in North America, we provide well over 1,000 US jobs in our 1.2 million-square-foot headquarters in Los Angeles.
WE ARE PLATINUM W.R.A.P. CERTIFIED

Doing things the right way has never been up for debate at BELLA+CANVAS. We’ve been manufacturing in a no-sweatshop, humane and sustainable way since day one. There's no other way to operate a socially conscious and ethical business.

Our Platinum W.R.A.P. certification is just a small indication of how hard we work to make our facilities and operation safe and comfortable. W.R.A.P. certification includes these core principles:

• Human resources management.
• Health and safety standards.
• Environmental and eco-friendly practices.
• Legal compliance, including import/export, customs and security standards.
The Fair Labor Association is a collaborative effort of universities, civil society organizations and socially responsible companies dedicated to protecting workers’ rights around the world. This reflects our transparency and dedication to social responsibility and fair labor standards throughout our supply chain.

We’ve committed to upholding the F.L.A. Workplace Code of Conduct and Principles of Fair Labor and Responsible Sourcing throughout our entire supply chain, including these core practices:

- Workplace standards.
- Supplier training and verification.
- Timely and preventative remediation.
- Responsible purchasing practices.
Our founders believe deeply in sustainable production and reducing our impact on the environment. For example, our dyeing process is so efficient that it uses 7x less water than the industry average, saving 24 million gallons of water weekly. We also use only Blue Sign Certified non-harmful chemicals and dyes.
Most apparel manufacturers dye their fabric overseas, which commonly results in water treatment through desalination and circulation ponds. Then, wastewater gets dumped into shallow ponds, which extend over hundreds of acres and allows the bacteria to eat the chemicals as the wastewater moves through these ponds. This disrupts the surrounding ecosystem and affects the wildlife in that region.

On the other hand, our reduced wastewater goes through a water reclamation plant in Los Angeles. This plant removes pollutants to produce recycled water, protecting the surrounding river and marine environments, as well as public health.

Did you know that California has the strictest EPA regulations in the world? It’s thanks to this level of oversight that we adhere to the highest standards, simply by dyeing in this state. Instead of doing things the cheap and easy way, we choose to do things the right way.
WE’RE COMMITTED TO ENERGY REDUCTION

We’re a green company through and through—taking every opportunity to reduce our carbon dioxide emissions. If you take a quick tour around our headquarters, you’ll see that we use:

• Solar energy to partially power our U.S. sewing and cutting facilities.
• Motion-sensor LED lighting and skylights throughout each building.
• Electric car charging stations to encourage employees to go green.
WE’RE COMMITTED TO CLEAN ENERGY

Many Central American and Asian factories use biomass or petroleum coke—one of the dirtiest fossil fuels on the planet—which emits 11% more greenhouse gas than coal, along with lung-damaging sulfur. That’s why almost all U.S. cities, including Los Angeles, ban petroleum coke.

Instead, we power our dye house with clean steam energy. This energy exchange collects air from the dryers that goes into a thermal oxidizer, where dye oils burn to create energy. Then, a boiler captures that energy and creates steam to power the dye machine—you can’t get much cleaner than that!
Our manufacturing facilities and LA-based headquarters produce almost no landfill because we recycle everything that can’t be turned into a tee. We’ve optimized our cutting to reduce plastic use, and excess fabric gets recycled into a number of things like baby bibs or stuffing for upholstery. We let nothing go to waste!
WE PROMOTE EVERYDAY INNOVATION

WE’VE RE-ENGINEERED FABRIC AND COLOR DEVELOPMENT

We constantly execute extensive research and development, to look for ways to develop never-been-seen-before fabrics and colors. Over the past decade, we introduced the wholesale industry to Airlume cotton, our unique Prism and Flowy fabrications, debuted the only 40 single triblend, and created a true Black Heather, and we aren’t stopping there.
WE’RE COMMITTED TO TAKING EDUCATION A STEP FURTHER

We aim to educate and inspire. We’ve created the industry’s first ever educational platform—the Fashion Apparel Masterclass, along with monthly LIVE webinars, weekly YouTube videos, blog and web content to connect with customers.

WE’VE REVOLUTIONIZED THE WAY PRODUCT IS DESIGNED AND RELEASED

The printwear industry has trailed retail trends by 3–4 years. BELLA+CANVAS has changed that by bringing the fashion-on-demand model to wholesale by introducing the most on-trend, of-the-moment styles at wholesale prices in our FWD Fashion collection with new styles dropped throughout the year. BELLA+CANVAS is the most fashion-forward brand in the industry.
To drive further brand affinity, we launched BELLA+CANVAS retail in late 2019, and are now sold in all Nordstrom locations. In early 2021, we are opening our first flagship retail store in Los Angeles, with the intention of fueling more business through our wholesale channel. Selling apparel through our wholesale channel? Look out for our new app launch in early 2021 which includes sales tips, daily style inspo, pro printing tips and an enhanced browsing experience. We’re also launching The BELLA+CANVAS Digital Experience, an epic virtual event to set the tone for 2021 and help our customers sell even more apparel.