

FEMALE

EDIT

BELLA+CANVAS®

A fashion advertisement featuring three models posing against a light brown background with large, dark brown geometric shapes. The model on the left is sitting on the floor, wearing a bright red t-shirt, bright pink pants, and light pink sneakers. The model in the center is sitting on the floor, wearing a light purple tank top, bright pink pants, and white sneakers with gold accents. The model on the right is sitting on the floor, wearing a blue tank top, bright green pants, and white sneakers with blue and red accents. The brand name 'BELLA+CANVAS' is overlaid in large white letters across the middle of the image.

Women's Apparel Basics: **Say Good-Bye to 'Shrink It and Pink It'**

Back in the day, suppliers made a smaller (and pinker) version of men's shirts for women. This "Shrink It and Pink It" shortcut couldn't last forever.

When we introduced the industry's first retail-fit women's T-shirt, in the 1990s, some said women's wouldn't sell. They couldn't have been more wrong.

The reality? Women crave well-made T-shirts for leisure and work. (News flash: Now, there are more women in America's workforce than men.)

We've pioneered women's on-trend wholesale apparel, introducing retail-inspired silhouettes and colors before others made the leap.



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Ready for a women's capsule collection that redefines casually cool?

We've selected five BELLA+CANVAS T-shirts and tanks as the definitive go-to women's basics to sell.

Why? Because of a few key drivers to increase your sales: They're the right fit. They come in on-trend silhouettes and colors. And, they're the perfect price.

Let's break it down:

The right fit: With athleisure and streetwear styles continuing to dominate, our core women's styles offer an on-trend, relaxed fit. While BELLA+CANVAS styles hit a stride in the early 1990s with our tighter-fitting tees, we offer a wide variety of women's sizing, from slim-fitting to relaxed to flowy.

On-trend styles: With true-to-fit and side-seamed styles, our Female Edit Collection's perfect for both promotional campaigns and fashion forward projects. These must-have basics come in an array of neutrals, pastels, primaries, and lots of colors in between.

The right price: We've always had a reputation for designing garments with a high perceived value. Now that BELLA+CANVAS also sells at retail, some buyers often assume (incorrectly) that our wholesale pricing is beyond their budget. With this capsule collection, we offer unmatched quality and value, with prices starting at \$2.99 per T-shirt.



5 Core Styles for Every Woman - Tees

01 6400 Women's Relaxed Jersey Short Sleeve Tee

Hands down, this is every woman's go-to T-shirt. (That's why it's our team's fave tee at BELLA+CANVAS). This crew neck tee offers a generous, relaxed fit, in a rainbow of 16 solid colors.

****Double your pleasure:**
Find heathers and triblend in this T-shirt's sister styles, 6400CVC and 6413.

Price: \$2.99



02 6405 Women's Relaxed Jersey Short Sleeve V-Neck Tee

If you love our Women's Relaxed Jersey Short Sleeve Tee, you'll love our V-neck version. This tee comes in a variety of fabrications and in 18 colors.

Price: \$4.09

5 Core Styles for Every Woman - *Tanks*



03

6003 Women's Jersey Muscle Tank

A reinvented version of our top-selling women's flowy muscle tank, this top brings the right amount of femininity to our best-selling athleisure silhouette.

Price: \$2.99



04

6682 Women's Racerback Cropped Tank

Here's the relaxed modest crop you've been waiting for—cut at the perfect length, so it's not too short. Modern, elongated armholes and raw seams make this tank a must in nine hot colors.

Price: \$4.24



05

Style 4: 6008 Women's Jersey Racerback Tank

This flattering women's racerback style is every woman's go-to tank. Get it in all 12 colors.

Price: \$2.99

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We're sure our on-trend Female Edit Collection will propel your sales to new heights.

[Watch the campaign video](#)