

BELLA+CANVAS®

MUSIC
Merch



BELLA+CANVAS®
BE DIFFERENT



MUSIC MERCH TRENDS




INTRO.

This year, music merch has elevated to include more fashion-forward, eco-friendly styles, and clearly, fans can't get enough of it. Concert tees and other apparel are more accessible than ever before, as artists sell tour merch online and A-list artists collaborate with mainstream retailers to offer collections tying into their latest albums. If you've bought a concert tee lately, there's a really good chance it was a BELLA+CANVAS garment. We're a favorite among top recording artists like Taylor Swift, Beyoncé, Cardi B, Bruno Mars and G-Eazy. That's because musicians know that quality merch is a direct extension of their brand. We design on-trend apparel that's comfortable, stylish and stands the test of time. Music fans wear gear from their favorite artists to share their love with the world—and remember how those songs changed their lives. Because of this, there's a massive opportunity for music artists to create high-quality merchandise with meaningful messages and artwork.

01.



TREND: SHADES OF (OFF WHITE) SHADES OF WHITE



We're going to make a bold statement: White's the new black in 2020. As a cool counterpart to the almost ubiquitous swath of black concert tees, shades of white and off-white are having a major moment. You'll see lots of artists choosing white (over black) T-shirts, crops and hoodies for their feel-great graphics, with spring and summer concerts and of course, festival season on the horizon.

Design Tips: Artists across lots of music genres want their black-and-white artists' photos printed on white or black tees. Don't forget to include our new DTG Fleece that comes in DTG Black and DTG White. While some artists add to the black-and-white graphic wow factor by printing on bold or neon garments, still others choose more muted, neutral tones so the graphics speak for themselves.

GET THE LOOK



WOMEN'S RELAXED JERSEY SHORT SLEEVE TEE (6400) in Vintage White

New Vintage White is the perfect alternative to the plain white tee. Made from our super-soft 100% Airlume cotton, this T-shirt feels amazing all day long. Plus, this tee's super-smooth surface makes it DTG ready, for all those bold and beautiful band prints that send a big message.



MEN'S HEAVYWEIGHT STREET TEE (3010) in White

This streetwear heavyweight T-shirt sports a more relaxed silhouette for an on-trend look. Constructed with our 100% Airlume combed and ring-spun cotton, this tee combines comfort with cool, for the perfect concert tee.



UNISEX TRIBLEND S/S TEE (3413) in Cement

Music fans won't want to take off this T-shirt, featuring our uniquely soft triblend fabrication, modern fit, crew neck and short sleeves.



**UNISEX HEATHER CVC SS TEE
(3001) in Heather Dust**

This updated heathered T-shirt fits like a well-loved favorite. Plus, since it's made of Airlume combed and ring-spun cotton, artists get the best blank canvas for all-over printing.



**UNISEX SPONGE FLEECE PULLOVER
HOODIE (3719) in DTG White**

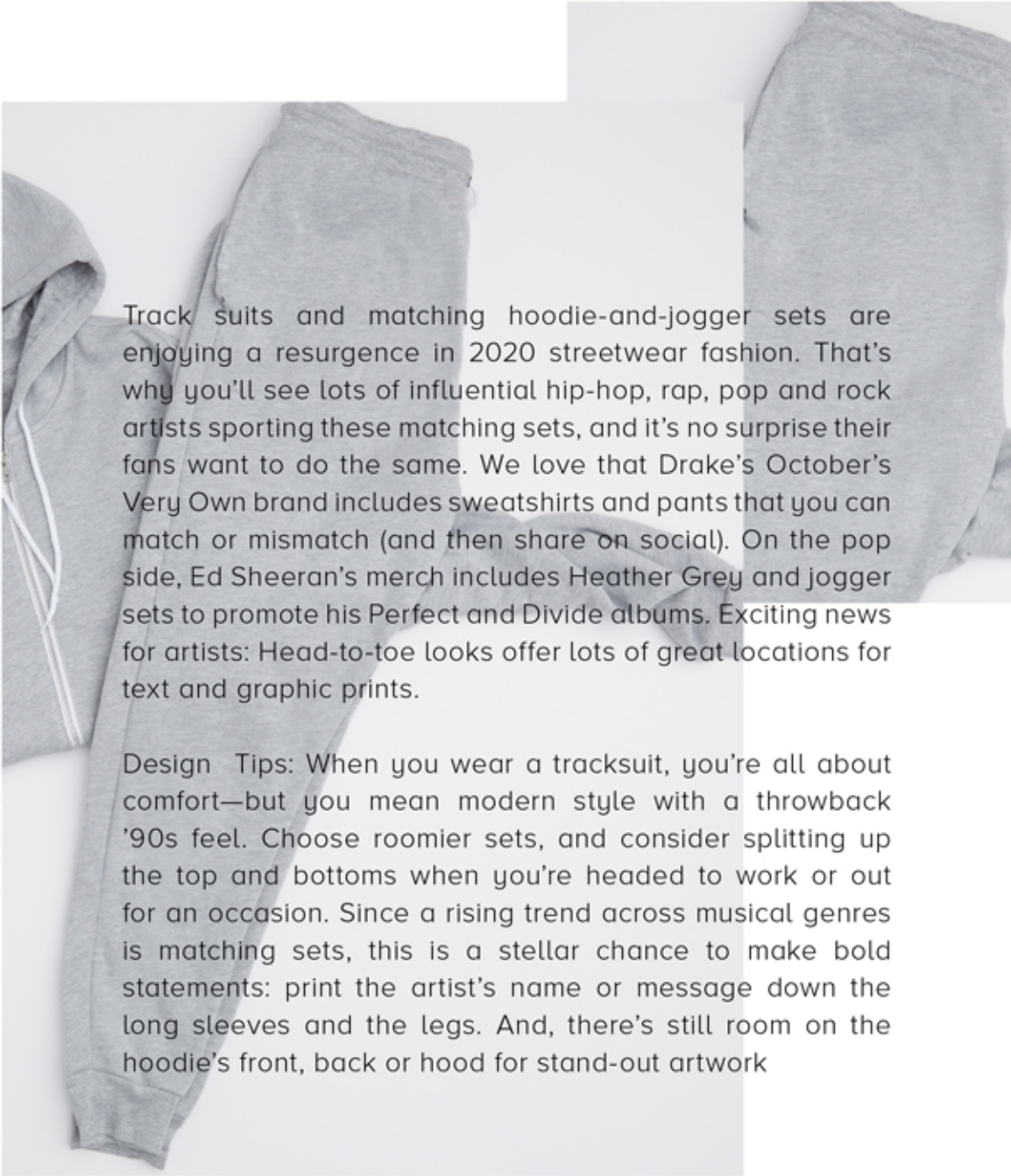
This pullover hoodie is markedly soft with a loose fit that's ideal for daily wear. Spun with a 100% cotton face, perfect for DTG printing, this hoodie's a walking billboard for 2020's hottest artists.

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TREND: MEET YOUR PERFECT MATCHES



Track suits and matching hoodie-and-jogger sets are enjoying a resurgence in 2020 streetwear fashion. That's why you'll see lots of influential hip-hop, rap, pop and rock artists sporting these matching sets, and it's no surprise their fans want to do the same. We love that Drake's October's Very Own brand includes sweatshirts and pants that you can match or mismatch (and then share on social). On the pop side, Ed Sheeran's merch includes Heather Grey and jogger sets to promote his Perfect and Divide albums. Exciting news for artists: Head-to-toe looks offer lots of great locations for text and graphic prints.

Design Tips: When you wear a tracksuit, you're all about comfort—but you mean modern style with a throwback '90s feel. Choose roomier sets, and consider splitting up the top and bottoms when you're headed to work or out for an occasion. Since a rising trend across musical genres is matching sets, this is a stellar chance to make bold statements: print the artist's name or message down the long sleeves and the legs. And, there's still room on the hoodie's front, back or hood for stand-out artwork

GET THE LOOK



UNISEX SPONGE FLEECE PULLOVER HOODIE (3719)

This unisex pullover hoodie is markedly soft with an up-to-date loose fit that's versatile for many times and places. Music artists can match their vibe, since this hoodie comes in a rainbow of solid, colorblocked, digital fleece and marble fleece colors, perfect for oversized logos and print artwork.



UNISEX SPONGE FLEECE FULL-ZIP HOODIE (3739)

An incredibly soft and relaxed unisex full zip up hoodie, spun from a plush poly-cotton blend, will quickly become a go-to essential. Music artists can sync up their style, since this hoodie comes in a variety of solid, colorblocked, digital fleece, marble fleece and neon colors.



UNISEX JOGGER SWEATPANTS (3727)

Perfect for days on-duty and off, these unisex jogger sweatpants are cut from the softest fleece fabric in the game. With side pockets to add appeal, these joggers offer lots of legroom for printing.

03.



TREND: BACK TO BLACK AND WHITE



Band graphics are kicking back to the '80s and '90s, when simpler black-and-white artwork made a massive impact. And, the apparel matches the back-to-basics music merch vibe, in throwback silhouettes and heavier fabrications. Music artists like Justin Bieber, Maroon 5, Selena Gomez, Taylor Swift and LIZZO are putting out phenomenal black-and-white artwork and photo-realistic images of themselves on classic-cut T-shirts and sweatshirts.

Style Tips: A solid black or white base color makes your tee or hoodie easy to layer with other items in your closet. Pair your tee with a jean jacket or a full-zip hoodie. For added panache, style your white graphic tee with a suit and a minimalist white sneaker.

GET THE LOOK



UNISEX JERSEY LONG SLEEVE TEE (3501) in Black

This classic unisex jersey T-shirt fits like a well-loved favorite, featuring a classic crew neck and long sleeves. It's made from superior combed and ring-spun jersey cotton that acts as an ideal blank canvas for printing black-and-white artwork.



UNISEX HEATHER CVC SS TEE (3001CVC) in Black Heather

This heathered T-shirt for men and women offers a soft and flattering fit. Made of Airlume and ring-spun cotton, this retail-inspired tee offers an amazing surface for black-and-white prints.



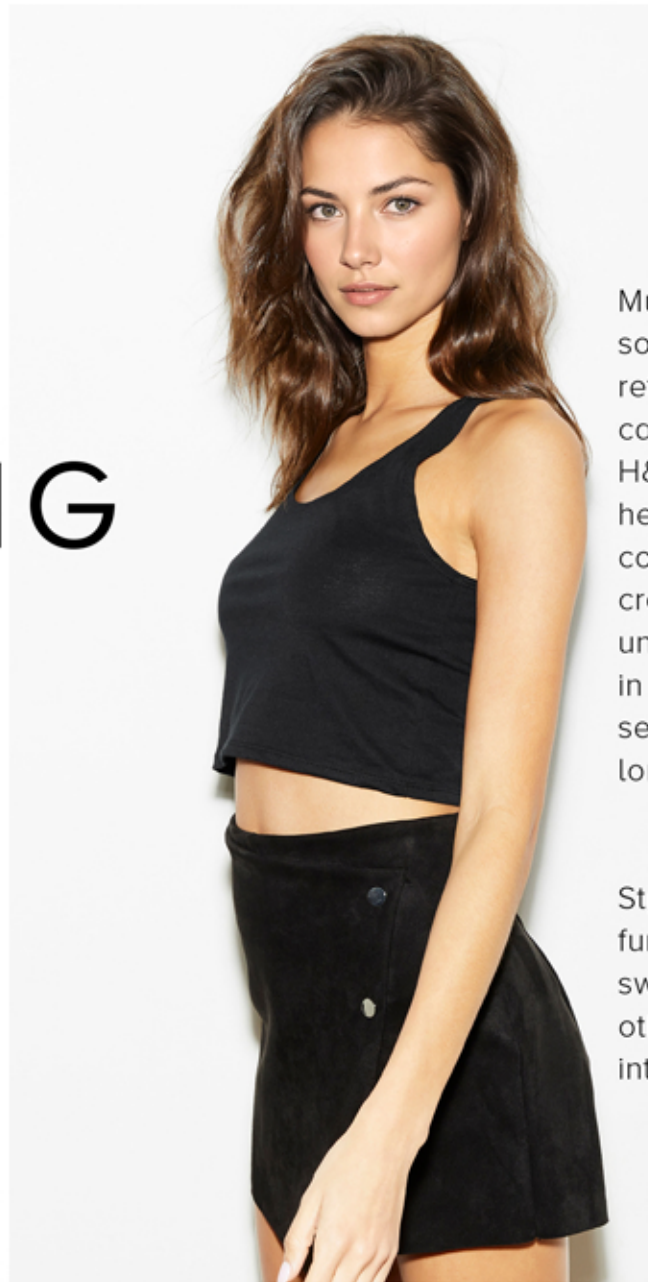
UNISEX SPONGE FLEECE DROP SHOULDER SWEATSHIRT (3945) in White

Here's a classic pullover crewneck sweatshirt in comfy, super-soft fleece designed for warmth and breathability. Featuring an on-trend drop-shoulder seam and a unisex retail fit, this layering essential offers an ideal canvas for black-and-white music merch.

04.



TREND: UNIQUE DETAILING



Music merch is experiencing a renaissance, so we're seeing a lot of high-fashion and retail crossover in the most successful campaigns. Ariana Grande teamed up with H&M in a match made in merch heaven for her Sweetener World Tour, with a capsule collection of uniquely detailed T-shirts, crop tops, bodysuits and hoodies. Other unique merch apparel details you'll love in BELLA+CANVAS styles: exposed raw seams, side zippers, sueded fleece and long-sleeve crops.

Style Tips: If you're looking for a cross-functional loungewear look, sueded fleece sweatshirts, raw-seamed pullovers and other pieces with unique detailing fit right into 2020's athleisure kick.

GET THE LOOK



UNISEX CREW NECK SWEATSHIRT WITH SIDE ZIPPERS (3946)

This upstyled crew will get noticed from all angles, with modern drop shoulder seams and on-trend side zippers. Fabricated from super-soft (and breathable) fleece with a tearaway label, this crew-neck sweatshirt is all about style and promoting the hottest new music artists.



UNISEX RAW SEAM HOODIE (3742)

This raw-seam crew hoodie offers a casual, relaxed fit for everyday wear. Fabricated from super-soft sponge fleece with a tearaway label, this stylish hoodie is all about comfort—and displaying song lyrics or an artist's visage.



UNISEX SUEDED FLEECE FULL-ZIP HOODIE (3339)

Featuring our innovative sueded fleece, two-tone ribbing and kangaroo pockets, you won't ever want to take this exceptionally soft hoodie off. It's performance wear that feels like cashmere rolled into one sumptuous sartorial staple. Add an artist's album cover or lyrics for added panache.



**WOMEN'S FLOWY CUT-NECK TANK
(8808)**

Up your tank game with this on-trend flowy top featuring a relaxed fit with a cut-out, V-neck detail and raw-edge sleeves. Made in our super soft poly-viscose material, this is one tank you won't want to take off, especially with your fave artist's logo on it.



**WOMEN'S CROPPED LONG SLEEVE TEE
(6501)**

Here's the perfect layering piece. The raw hem and dropped shoulder seam are streetwear inspired, while our lightweight Airlume cotton flatters everybody—and every print.

05.



TREND: MOTHER EARTH- FRIENDLY BASICS

Everyone's about showing love for Mother Earth, including music artists. Ellie Goulding, R.E.M. and Death Cab for Cutie are just a few of the musicians and bands choosing only eco-friendly apparel and decoration for their merch collections. At BELLA+CANVAS, we're known for our eco-friendly production, so you can feel great about any styles you choose. We're proud to do all of our dyeing in Los Angeles: Our process uses 7x less water than the average apparel manufacturer, and we only use eco-friendly dyes (that means we save 24 million gallons of water every week!). Plus, we power our cut-and-sew facilities largely by solar energy. Our apparel is sustainable, starting at the thread level.

Tips: When artists print on BELLA+CANVAS garments, they're selecting sustainable styles with lifespans more than 2x their less-expensive counterparts (yes, less waste and carbon emissions). As a nation, we discard more than 21 billion pounds of apparel and household textiles into landfills every single year, according to the EPA. That's about 70 pounds per person annually. To do your part, don't toss your clothes out you're done with them. Hold a swap with your friends, or donate them to charitable organizations like The Salvation Army, Goodwill and Dress for Success. By the way, anything that isn't turned into a BELLA+CANVAS product gets picked up daily and is taken to different recycling centers. Then, the fabric is recycled into a variety of different things like tile, bottles, stuffing, upholstery, energy—even stuffing for dog beds!

CERTIFICATIONS

At BELLA+CANVAS, our entire production process is eco-friendly and sweatshop-free, which means you can feel good about any style you choose



Fair Labor Association (FLA)

BELLA+CANVAS is a Participating Company of the Fair Labor Association, which is the gold standard of social compliance. We've committed to upholding the FLA Workplace Code of Conduct and Principles of Fair Labor and Responsible Sourcing throughout our entire supply chain.



Worldwide Responsible Accredited Production (WRAP)

We're proud to say that all of our factories are WRAP Certified, and our Los Angeles HQ is Platinum WRAP Certified. WRAP is the world's largest independent factory-based social compliance certification program for the sewn-products sector.