



**ANTHEM®**

# THE FABRIC OF LIFE

## Next generation fashion for a brighter future

Fashion is the thread of self-expression that runs through all our lives. From ethical, organic T-shirts embellished with cool bands and slogans, to hardworking hoodies and sweats that were made for relaxing in.

But next generation fashion means standout looks that always give you the edge.

At Anthem, re-vamping design is in our DNA. From a fresh and creative colour palette and matching trims, to enhancing our sustainable fabrics with fine stitching details. Every item in the Anthem collection is a premium quality that makes them so luxurious to wear. With a unique feel-good factor that comes with knowing our fabrics are certified organic and planet friendly.

So the timeless fashion you choose today will leave a legacy for generations to come.

[anthemclothing.com](http://anthemclothing.com)

{ PETA-APPROVED }  
VEGAN } amfori BSCI Sedex



# FASHION WITH ATTITUDE

Here's what gives the Anthem brand real stand out

## FIT THAT FLATTERS

We use meticulous fitting methods to ensure all our garments flatter every body shape and size, whether you are XS or 6XL.

## DESIGNED TO LAST

Our garments are made with love and care from quality, sustainable materials and in factories that uphold the highest standards. So, you can be sure they'll look great wash after wash.

## ORGANIC COTTON

With natural pest control methods and no harsh processes, our beautiful organic cotton is gentle on your skin – and kind to the planet.

## INCREDIBLY SOFT

Our ringspun combed cotton has an exceptionally soft feel that elevates even a plain T-shirt or hoodie to a luxurious wardrobe favourite.

## PRINT PERFECTION

Every garment is a blank canvas. By using only the finest possible yarn counts, they offer the perfect surface for printing and embroidery or embellishment with your own unique designs.





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## OUR BRAND ETHICS

### FUTURE-PROOF FASHION

We're forward-thinking and pride ourselves on sustainable, responsible fashion. When it comes to reducing emissions, water, energy and waste, our standards and targets are ambitiously high. So you can wear our clothes with pride.

### STYLE 365

We believe throwaway clothes are a fashion faux pas. So we elevate wardrobe basics into year-round style statements that work whatever the season.

### CERTIFIED ECO-FRIENDLY

Anyone can claim they're eco-friendly. We can prove it. From the OEKO-TEX<sup>®</sup> STANDARD 100 certification, to the recycled polyester we use. We source everything as ethically as possible and our garments carry the EU "Eco-label standard", so you can be confident that they have had minimal impact on the environment.

### PLASTIC'S NOT FANTASTIC

There's nothing worse than wasting precious resources. It's the reason we don't pack garments individually or use unnecessary extras like swing tags. We take care to use packaging that's easy to recycle, like our plastic-free cardboard cartons that protect your garments – and the planet.





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WE'RE COMMITTED TO  
**ORGANIC COTTON +  
RECYCLED POLYESTER +  
VIRTUOUS VISCOSE**



No harsh pesticides and chemicals, just naturally beautiful, absorbent and breathable cotton that's kind to the planet.



RECYCLED  
POLYESTER

No virgin materials. Just recycled bottles that would otherwise have gone to waste. Closing the loop with big tech performance and a tiny eco footprint.



VIRTUOUS  
VISCOSE

A breathable, biodegradable fibre with a lustrous finish that drapes beautifully and feels as soft as silk.

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# CREATE YOUR OWN WORK OF ART

From the initial concept to the final creation, every garment in the Anthem collection is designed to be decorated. Our soft-feel fabrics and rich colour palette provide the perfect canvas for print, embroidery and embellishment. So you can personalise your fashion favourites down to a hoodie, sweatshirt, joggers or t-shirt.



# WE'RE ALL ABOUT THE FINISHING TOUCHES

- SOFT INNER FLEECE
- WAFFLE KNIT HOOD
- SUPER-SOFT PEACHED FABRIC



Our hoodies are luxuriously warm and thick thanks to double-layer fabric and a waffle knit hood lining.

- SUPER-SHINE FINISHES
- THICK AND BOUNCY TEXTURE
- COLOUR MATCH JUMBO CORD



The jumbo drawcords are perfectly colour-matched and finished with a high-shine metal aglet.



Superb quality finishing includes twin-needle chain stitching to the hem, sleeves shoulders and nape.



They're so cosy to wear with a thick bouncy neck tape and a super-soft inner fleece. No detail is too much trouble, including the addition of a self-coloured size label.



Garments are supplied blank



# A TRUE ALL-ROUNDER

Luxuriously thick with a relaxed fit - life takes on an extra level of style and comfort in the Anthem Sweat. The brushed inner fleece feels super soft against the skin, while the ribbed cuffs and hem add a subtle detail to the peached finish outer, spun with certified organic yarn.



## AM020 Anthem Sweat

80% Organic Cotton, 20% Recycled Polyester.  
 Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
 Weight: 320gsm

SIZE XS - 3XL



Pantone references are for guidance only





# HIS STORY

Seriously soft inside and out, the Men's Anthem Hoodie is the ultimate in cool comfort. Perfect worn plain, or the ideal canvas for decoration.



## AM001 Men's Anthem Hoodie

80% Organic Cotton, 20% Recycled Polyester.  
 Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
 Ash Grey: 78% Organic Cotton, 21% Recycled Polyester, 1% Viscose.  
 Weight: 320gsm

SIZE S - 3XL



Pantone references are for guidance only

## HER STORY

Soft and sensuous, the Women's Anthem Hoodie is the ultimate in feel-good fashion.  
For a plain pop of colour, or ready to dress up with decoration.



**AM003** Women's Anthem Hoodie

80% Organic Cotton, 20% Recycled Polyester.  
Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
Weight: 320gsm

SIZE XS - 2XL



Pantone references are for guidance only





# HARDWEARING HEROES

The best things come in threes: ethically sourced, in exceptional fabrics and ready to embellish. Like the Men's Anthem Full Zip Hoodie in soft-feel organic cotton with recycled polyester. Available in a cool collection of colours with exceptional details, high-quality finishes and a concealed zip.



**AM002** Men's Anthem Full Zip Hoodie

80% Organic Cotton, 20% Recycled Polyester.  
Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
Weight: 320gsm

SIZE S - 3XL



Pantone references are for guidance only

# HARDWEARING HEROES

What's on your wish list? Eco fashion? Luxurious fabrics? Perfect for print? The Women's Anthem Full Zip Hoodie ticks all the right boxes in soft-feel organic cotton with recycled polyester. A masterpiece in muted pastels or strong neutrals with high-quality finishes and superb detailing.



## AM004 Women's Anthem Full Zip Hoodie

80% Organic Cotton, 20% Recycled Polyester.  
Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
Weight: 320gsm

SIZE XS - 2XL



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## ESSENTIAL COMFORT

Kick back and chill in these ultra-soft and fleecy joggers in a choice of classic colours. The ribbed waistband with jumbo, colour-matched draw cord offers a relaxed fit, while the brushed inner fleece makes them so cosy to wear.



GREY MARL  
PAN COOL GREY 7C



NAVY  
PAN 533C



BLACK  
PAN BLACK

### AM030 Anthem Jogpants

80% Organic Cotton, 20% Recycled Polyester.  
Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
Weight: 320gsm

SIZE XS - 3XL



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NEXT GENERATION DECORATION



SUPERSIZE ME



# T-SHIRT PERFECTION

INSIDE AND OUT

With the perfect surface for  
print and decoration

When it comes to our latest range of t-shirts, we've thought of everything. From the superior fit in sustainable fabrics, to our new heavyweight t-shirt with quality stitch finishes, made to withstand the test of time. So we can be as proud of the inside as we are of the outside.

RETAIL FASHION FIT

THE IDEAL SURFACE FOR PRINT

SIDE-SEAMED, NON-TUBULAR

BACK NECK TAPE

TAG FREE FOR REBRANDING

ECO-CONSCIOUSLY MADE

SIZES TO FIT XS – 6XL

## HEAVY STUFF

We've upped our game with this iconic heavyweight t-shirt. At 220gsm, it's a substantial weight with a retail-ready oversized cut. Available in our most popular colourways, it's designed with music and fashion lovers in mind.



### AM015 Anthem Heavyweight T-shirt

100% Organic Cotton.  
Grey Marl: 60% Organic Cotton, 40% Recycled Polyester.  
Weight: 220gsm

SIZE XS - 3XL



Pantone references are for guidance only





## WHEN EVERYDAY LUXURY IS AN ESSENTIAL

An iconic t-shirt with a ribbed crew neck, retail fashion fit and a soft-feel finish. Choose from a cast of incredible colours in 100% organic cotton. All with chain stitch detailing on the shoulder and nape, twin-needling stitching on hems and cuffs, and a self-coloured size pip. Essential wearing.



**AM010** Anthem T-shirt

100% Organic Cotton.  
Weight: 145gsm

SIZE XS - 6XL



Pantone references are for guidance only

# THE COLOUR COLLECTIVE

# MARL SHADES

Four must-have shades in Marl, an iconic twist on 60% organic cotton and 40% recycled polyester with a super-drape finish in 145gsm. Special attention has been paid to the chain stitch detailing on shoulders and nape and the twin-needle stitching to the hem and cuffs. Perfectly finished with a self-coloured size label.



NAVY MARL  
PAN 4139C



GREY MARL  
PAN COOL GREY 7C



DARK GREY MARL  
PAN 425C



BLACK MARL  
PAN 426C

### AM010 Anthem T-shirt

60% Organic Cotton, 40% Recycled Polyester.  
Weight: 145gsm

SIZE XS - 6XL





# LONG LIVE THE T-SHIRT

A cool twist on our iconic t-shirt. Long cuffed sleeves counterbalance the ribbed crew neck with a retail fashion fit and soft-feel finish. Fashioned in solid shades of 100% organic cotton, or marls in 60% organic cotton with 40% recycled polyester. All longing to be adorned with your own decoration.



NAVY  
PAN 533C



WHITE  
PAN WHITE



GREY MARL  
PAN COOL GREY 7C



CHARCOAL  
PAN 425C



BLACK  
PAN BLACK

## AM011 Men's Long Sleeve Anthem T-shirt

100% Organic Cotton.  
Grey Marl: 60% Organic Cotton, 40% Recycled Polyester.  
Weight: 145gsm

SIZE XS - 6XL



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# A CAST OF INCREDIBLE COLOURS

Our colours are carefully selected to create the perfect foundation for every garment. With the right balance of vibrant colours and neutral shades, they can be combined in any number of ways to add strong contrasts or subtle harmonies. Perfect for layering up to create a really personal look. With the option to add decoration and adornments, you can use them as a bold canvas for your own form of self-expression.

**AM001**  
Men's Anthem  
Hoodie



**AM020**  
Anthem Sweat



**AM003**  
Women's Anthem  
Hoodie



**AM010**  
Anthem T-shirt



**AM002**  
Men's Anthem  
Full Zip Hoodie



**AM015**  
Anthem  
Heavyweight T-shirt



**AM004**  
Women's Anthem  
Full Zip Hoodie



**AM011**  
Men's Long Sleeve  
Anthem T-shirt



**AM030**  
Anthem Jogpants





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