

 HOLLOWAY

THE ORIGINAL VARSITY JACKET



VARSITY

JACKET PROGRAM

STOCK JACKETS



LEATHER SLEEVES



VARSITY JACKET
224183 – 40 In-Stock Colors
224683 Tall – 6 In-Stock Colors



VINYL SLEEVES



AWARD JACKET
224181 – 6 In-Stock Colors



WOOL SLEEVES



LETTERMAN JACKET
224182 – 9 In-Stock Colors



Classic Holloway Label

CLASSIC JACKET BETTER FIT

True-to-size jacket with an updated fit that makes you look even better. We made it easier to decorate with a more efficient inside zipper, and removed excess fabric to cut down on bulk while keeping in warmth.



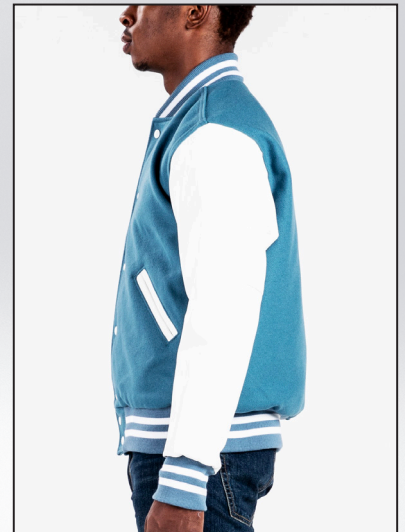
New-and-improved durable, snag-resistant inside embroidery access zipper

OLD FIT



Bulky with excess fabric at waist.

NEW FIT



Streamlined fit without excess length in arms or waist.

*Sizing is still the same! Order your normal jacket size in our new fit.

*All booking orders will be produced with the improved fit and zipper. All at-once orders after 4/15 will be produced with the improved fit and zipper.

BUILD IT. DESIGN IT. ORDER IT.

WIDEST VARIETY OF IN-STOCK COLORS, STYLES AND SIZES, INCLUDING TALLS THAT SHIP SAME DAY



All Jackets Feature:

- Melton wool, 24 oz.
- Full color range of leather, wool or vinyl sleeve options
- Optional nylon lining or quilted lining
- Full snap front
- Decoration access zipper in lining
- Collar and hood options
- High-quality, 1x1 rib-trim collar, cuffs and bottom band options
- Easy-entry front pockets
- Sizes: Adult XS-6X, Youth S-XL, Ladies' XS-2X, Juniors' XS-2X

U Decoration Access Zipper

All jackets now come with U shaped decoration access zippers!



custom +
VARSITY JACKETS

TOOLS TO HELP YOU SELL

DURABLE VINYL, CLASSIC LEATHER, AND SOFT WOOL SWATCH RINGS



VINYL
226904 - \$25.00



LEATHER
226905 - \$25.00



WOOL
226906 - \$25.00

CUSTOM ACCESSORIES



WOOL SIZING



STOCK

CUSTOM

Adult

- Full cut through body and sleeves
- Hits below natural waist



CUSTOM

Ladies' Fit

- Modified version of the Ladies' Original Fit but without the extra bulk through the body
- Comfortable, relaxed fit through sleeves and body
- Longer body, hits below natural waist



CUSTOM

Youth Traditional/Classic Fit

- Youth-sized version of the Adult
- Generous, full cut through body and sleeves
- Hits below natural waist



CUSTOM

Juniors' Fit

- Modified version of Ladies' Updated Fit but slimmer, streamlined fit through body and sleeves
- Shorter body, hits at natural waist

WOOL CUSTOM ORDER: BLANKET

223942 60" x 72"

223944 60" x 84"

- Melton wool
- Rounded corners bound with contrasting wool felt
- See our spectrum of 37 colors to select the wool blanket color of your choice

COLOR OPTIONS

MELTON WOOL, 24 OZ.



LEATHER



VINYL



STOCK JACKET PRICING

WOOL COLLECTION IN STOCK STYLES

Style	Description		Dealer
224181	AWARD WOOL JACKET	XS - 2XL	\$92.55
		3XL	\$102.55
224182	LETTERMAN WOOL JACKET	XS - 2XL	\$97.20
		3XL	\$107.20
224183	VARSITY WOOL JACKET	XS - 2XL	\$134.00
		3XL	\$144.00
		4XL	\$154.00
		5XL	\$164.00
224683	VARSITY TALL WOOL JACKET	L - 2XL	\$139.00
		3XL	\$149.00
		4XL	\$159.00
		5XL	\$169.00

WOOL JACKET PRICES SUBJECT TO CHANGE.

CUSTOM PRICING

WOOL COLLECTION CUSTOM ORDER

Style	Description	Size	Dealer
223942	WOOL CUSTOM BLANKET	60" x 72"	\$61.00
223944	WOOL CUSTOM BLANKET	60" x 84"	\$65.00

ADULT JACKETS (No Minimums)

Style	Sleeve Fabric	Sleeve Type	Nylon Lining Net Price	Quilted Lining Net Price
225100	Wool	Set-in	\$98.50	\$103.00
*225100U	Wool	Set-in	\$98.50	\$103.00
225101	Leather	Set-in	\$136.00	\$140.50
*225101U	Leather	Set-in	\$136.00	\$140.50
225102	Vinyl	Set-in	\$94.60	\$99.10
*225102U	Vinyl	Set-in	\$94.60	\$99.10
225106	Leather	Set-in/Three Piece Hood	\$150.00	\$154.50
225110	Wool	Raglan	\$98.00	\$102.50
225111	Leather	Raglan	\$142.50	\$147.00
*225111U	Leather	Raglan	\$142.50	\$147.00
225112	Vinyl	Raglan	\$95.65	\$100.15
225150	Wool	Set-in/Contrasting Partial Overlay	\$110.00	\$114.50
225160	Wool	Set-in/Single Partial Insert	\$107.00	\$111.50
225161	Wool	Set-in/Double Partial Insert	\$111.50	\$116.00
225162	Wool	Set-in/Triple Partial Insert	\$113.00	\$117.50

*U-shaped zipper

CUSTOM PRICING

WOOL COLLECTION CUSTOM ORDER

YOUTH JACKETS (No Minimums)

Style	Sleeve Fabric	Sleeve Type	Nylon Lining Net Price	Quilted Lining Net Price
225500	Wool	Set-in	\$91.50	\$96.00
225501	Leather	Set-in	\$131.00	\$135.50
225502	Vinyl	Set-in	\$88.95	\$93.45
225510	Wool	Raglan	\$92.00	\$96.50
225511	Leather	Raglan	\$137.00	\$141.50
225512	Vinyl	Raglan	\$90.00	\$94.50

LADIES JACKETS (No Minimums)

Style	Sleeve Fabric	Sleeve Type	Nylon Lining Net Price	Quilted Lining Net Price
225300	Wool	Set-in	\$98.50	\$103.00
*225300U	Wool	Set-In	\$98.50	\$103.00
225301	Leather	Set-in	\$136.00	\$140.50
*225301U	Leather	Set-In	\$136.00	\$140.50
225302	Vinyl	Set-in	\$94.60	\$99.10
*225302U	Vinyl	Set-In	\$94.60	\$99.10
225310	Wool	Raglan	\$98.00	\$102.50
225311	Leather	Raglan	\$142.50	\$147.00
*225311U	Leather	Raglan	\$142.50	\$147.00
225312	Vinyl	Raglan	\$95.65	\$100.15

*U-shaped zipper

JUNIORS JACKETS (No Minimums)

Style	Sleeve Fabric	Sleeve Type	Nylon Lining Net Price	Quilted Lining Net Price
225400	Wool	Set-in	\$98.75	\$103.25
225401	Leather	Set-in	\$136.00	\$140.50
225402	Vinyl	Set-in	\$94.60	\$99.10
225410	Wool	Raglan	\$98.00	\$102.50
225411	Leather	Raglan	\$142.00	\$146.50
225412	Vinyl	Raglan	\$95.65	\$100.15

NOTE: Prices shown on this page may be subject to qualifying early order discounts. To become a qualified wool dealer, call for program details, 1.800.237.6695. Whenever possible, please refer to a previous Augusta Sportswear Brands invoice or customer order number. Prices on custom and stock wool jackets 224183, 224181, 224182, 224683 are subject to change.

EXTRA SIZES (NOT INCLUDING PRICING FOR LENGTH ADJUSTMENT)

Size	Wool & Wool/Vinyl Sleeves	Wool/Leather Sleeves
2X	No charge	No charge
3X	\$10.00	\$15.00
4X	\$15.00	\$25.00
5X	\$20.00	\$35.00
6X	\$25.00	\$45.00

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CUSTOM WOOL STYLING OPTIONS – SPECIAL COLLARS AND HOODS

Additional Cost (Wool Only) * When hood reverses to White or Yellow, Canyon™ Fleece will be used: all other colors will be wool.



Shallow scallop self-material attached zipper hood-forming collar.....\$15.00



Deep scallop self-material attached zipper hood-forming collar\$15.00



Sailor collar\$12.00



Straight across zipper hood\$15.00

3-piece oversize hood, 225106.....\$15.00

CUSTOM WOOL STYLING OPTIONAL COLLARS



Stand-up knit collarNo charge



Wool Byron collarNo charge



Leather Byron collar \$14.00



Horizontal knit collar \$14.00



Vertical knit collar\$14.00



Leather collar, wool insert...\$14.00



Wool collar, leather insert... \$14.00



3-piece Byron collar \$16.00

CUSTOM WOOL STYLING OPTIONS

SLEEVES

Contrasting color wool sleeves	\$3.00
Leather sleeves instead of wool:	
Set-in sleeve	\$32.25
Raglan sleeve.....	\$38.75
2 color leather sleeves.....	\$8.00
3 color leather sleeves.....	\$8.50

WOOL SHELL SIZING (WOOL, LEATHER OR VINYL SLEEVES)

2" longer or shorter sleeve & body.....	\$7.00
Each 1" thereafter	\$1.00

COLLARS

All leather Byron collar or rounded Byron collar.....	\$14.00
Wool Byron collar with leather underside.....	\$10.00
3-pc. wool/leather Byron collar	\$16.00
Framed Byron collar.....	\$14.00
Detachable zippered hood with stand-up knit collar	\$17.00

INSERTS/CORDAGE/BRAID

Cordage around inserts	\$7.00
Cordage on pocket trim	\$2.50
Braid down sides of hood/sailor collar	\$3.50
Braid around sailor collar	\$4.50

QUILT LININGS

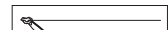
Quilt lining/waist length (Black standard).....	\$4.50
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LINING/CHEST POCKETS

Patch with tab closure (approx. 6" x 8").....	\$2.75
Slash single welt.....	\$3.50



Zippered double besom



Brass zipper closure.....\$2.00

DECORATION PRICING

***ADD 2 WEEKS FOR CUSTOM DECORATION**

WOOL COLLECTION CUSTOM ORDER

CHEST-SIZE LETTERING: 1-12 pcs.

1 line	\$4.00
2-3 lines	\$6.00
4 or more lines	\$8.00
12 pieces or more (with same wording): See Embroidery Costs	

FELT LETTERS & NUMBERS - 1 COLOR, PLAIN BLOCK

SIZE	LETTERS	NUMBERS
2"	\$1.90	\$1.90
3"	\$2.00	\$2.00
4"	-	\$2.10
6"	-	\$2.35
8"	-	\$2.85
10"	-	\$3.40

*2 Color, 2" Felt can be ordered with a 20 piece min - \$2.80

*2 Color, 3" Felt can be ordered with a 10 piece min - \$3.10

* Prices are for single-digit numbers or letters sewn on or loose.

CHENILLE - MASCOTS, SPORT EMBLEMS AND SYMBOLS

Size	Mascots	Sport Emblems
4" - 5"	\$26.00	\$21.30
6" - 8"	\$36.25	\$26.80
9" - 10"	\$47.50	\$28.75

*No additional cost for embroidery inside of sports emblem.

CHENILLE - NUMBERS

Size	1-Color Numbers (per set)*	4 Digits (Class of)
2"	\$9.25	\$13.50
3"	\$10.75	\$14.50
4"	\$12.75	\$16.50

* Set equals two numbers; for single number, reduce cost by half.

CHENILLE LETTERS

Size	Full Block or Plain Block 1-Color	2 Letter Monogram 1-Color
2" - 3"	\$7.50	9
4" - 5"	\$9.50	\$13.25
6" - 7"	\$11.75	\$19.00
8" - 9"	\$16.25	\$27.00
10"	\$20.75	\$30.50
11" - 12"	\$27.00	-

**2 Letter Monogram, 1 Color, Not available in 2"

SCRIPT CHENILLE PRICING

	Without Tail				With Tail (Lettering in Tail - No additional charge)		
	2" Cap	3" Cap	4" Cap	5" Cap	3" Cap	4" Cap	5" Cap
2 Letters	\$6.75	\$7.50	\$8.25	\$9.25	\$19.00	\$19.75	\$20.75
3 Letters	\$8.75	\$9.25	\$10.75	\$12.75	\$20.75	\$22.25	\$24.25
4 Letters	\$11.00	\$11.50	\$14.25	\$17.00	\$23.00	\$25.75	\$28.50
5 Letters	\$13.25	\$14.00	\$17.75	\$21.25	\$25.50	\$29.25	\$32.75
6 Letters	\$15.25	\$16.00	\$21.25	\$25.50	\$27.50	\$32.75	\$37.00
7 Letters	\$17.50	\$18.75	\$24.75	\$29.75	\$30.25	\$36.25	\$41.25
8 Letters	\$19.75	\$21.25	\$28.50	\$34.00	\$32.75	\$40.00	\$45.50
9 Letters	\$21.75	\$24.00	\$32.00	\$38.25	\$35.50	\$43.50	\$49.75
10 Letters	\$24.00	\$26.50	\$35.50	\$42.50	\$38.00	\$47.00	\$54.00
11 Letters	\$27.00	\$29.25	-	-	\$40.75	-	-
12 Letters	\$29.25	\$31.75	-	-	\$43.25	-	-

EMBROIDERY PERSONALIZED LETTERS (1 COLOR ONLY)

Full-Sized Lettering - Minimum 1 piece

1" letters (max 15 letters per line*)	\$5.00 per line
2" letters (max 10 letters per line*)	\$6.00 per line
3" letters (max 8 letters per line*)	\$7.00 per line

EMBROIDERY

# of Stitches	Run Size				
	1-36	37-144	145-500	501+	1,000+
Up to 7K stitches	\$6.00	\$5.00	\$4.00	\$5.00	email
7k to 15k stitches	\$7.00	\$6.00	\$5.00	\$6.00	email

TACKLE TWILL LETTERS & NUMBERS - PLAIN OR FULL BLOCK

SIZE	LETTERS		NUMBERS	
	1-Color	2-Color	1-Color	2-Color
2"	\$1.95	\$2.90	\$1.95	\$2.90
3"	\$2.05	\$3.00	\$2.05	\$3.00
4"	\$2.20	\$3.20	\$2.20	\$3.20
6"	-	-	\$2.40	\$3.65
8"	-	-	\$2.90	\$4.40
10"	-	-	\$3.45	\$5.25

* Prices are for single-digit numbers or letters sewn on or loose.

CUSTOMER-SUPPLIED CHENILLE OR EMBLEM SEWN ON

2" to 4"	\$3.00
5" to 8"	\$3.25
9" to 12"	\$3.50
Swiss embroidery insert or bar sewn on chenille letter	\$1.90
Script Chenille, Small, Individual Name - sleeve/chest	\$1.90
Script Chenille, 1 color, Large - back/collar (w/ or w/out tail)	\$2.30

CUSTOMER-SUPPLIED TACKLE TWILL & FELT SEWN ON

Felt Nameplate Sewn On	\$2.00
1" - 4", 1 color tackle twill, felt or swiss embroidery letters (per letter)	\$1.70
1" - 6", 2 color tackle twill (per letter) (+0.60 per inch for larger letters)	\$2.90
Periods or Commas - 1 color	\$0.90
Periods or Commas - 2 color	\$1.90
Script Tackle Twill, 1 color, Large - back/collar (w/ or w/out tail)	\$2.30
Script Tackle Twill, 2 color, Large - back/collar (w/ or w/out tail)	\$5.90
Script Tackle Twill, 3 color, Large - back/collar (w/ or w/out tail)	\$8.90

TRADITIONAL & REVERSE APPLIQUE

	12-23	24-48	49-144	145-500	500+
0 to 7K stitches	\$10.00	\$9.50	\$9.00	\$8.50	-
8 to 15K stitches	\$12.00	\$11.50	\$11.00	\$10.50	-

*Add \$0.50 per additional 1,000 stitches

*Additional color \$2.00

ADDITIONAL SERVICES

Chevrons & Single Bars	\$5.25
Stars - 3"	\$9.00
Inserts	\$2.75
Embroidered Letter/number inside chenille*	\$1.60
Remove customer's insert from chenille	\$1.90
Felt nameplate	\$6.00

*Charge is per letter or number



BOOKING PROGRAM

Qualifying level is determined by your highest invoiced units in 2023. You can skip to a higher qualifying level by booking at the quantities listed in the table.

2024 PROGRAM						
Booked by:	3-5-24	5-3-24	Reorder			
Booking Level/ Previous Year Total	Window 1 Discount	Window 2 Discount	Terms	Delivery for blank custom jacket	Discount	Delivery for blank custom jacket
200+ Pieces	30%	25%	30-Dec	Aug 2 or when ready	12%	3 weeks or less
100+ Pieces	25%	20%	2-Dec	Aug 2 or when ready	10%	3 weeks or less
50+ Pieces	12%	7%	4-Nov	Aug 2 or when ready	5%	4 weeks or less
25 Pieces	9%	6%	4-Nov	Aug 2 or when ready	2%	4 weeks or less

Non-qualified accounts are able to order with no service charge or minimum order quantity. Please allow 2 weeks for decoration.
Discounts only apply to jacket cost and does not apply to decoration.

ORDERING INFORMATION

- All discounts are a function of terms and invoices must be paid by due date to qualify for discounts.
- Prices are subject to change without notice. Next planned change is January 2025.
- No dating on orders shipped prior to May 1, 2024.
- Orders ship FOB Factory. Orders over \$200 ship free.
- On booking orders, customer can split the ship dates, however "at once" ship dates are not allowed.
- Terms do not apply for credit card orders

**IF SUPPLYING CHENILLE FOR US TO APPLY TO YOUR JACKET,
PLEASE INCLUDE THIS COMPLETED FORM WITH YOUR SHIPMENT.**

1. Place your P.O. with Augusta Customer Service through our Jacket Builder or by emailing:
sales@augustasportswear.com
2. Please fill out this form and place it inside the package containing your chenille.
3. Ship chenille to:

Universal Lettering Company
ATTN: Augusta Mexico Chenille
1197 Grill Road, Unit B
Van Wert, Ohio 45891

***Denotes mandatory fields that must be filled out. Missing information in these fields may result in delay of your order.**

Account / Order Information

*Contact Name: _____ *Date: _____
Last First

Company Address: _____
Street Address Unit #

City State ZIP Code

*Phone: _____ *Email _____

*Account Name: _____ *Account Number: _____ *P.O.: _____

Order Number: _____

Comments: _____

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HOLLOWAY

AUGUSTASPORTSWEAR.COM