

BRAND DESIGN YOUR COLLECTION.

T-Shirts

Build the foundation. Define the feel.



THE DEVELOPMENT EDIT

Develop a T-shirt collection around the details buyers notice first: silhouette, fabric handfeel and how branding sits on the garment. This collection moves from clean everyday jersey to substantial streetwear, active-inspired layers and considered finishes. Each proposed variation provides a clear starting point for fabric swatches, artwork placement and sample review.

Illustrative design concepts. Products, materials and performance requirements are developed and confirmed against your approved sample.

THE COLLECTION SYSTEM

One direction. Every detail.

Independent apparel brands, designers and product-development teams

01

Handfeel before numbers

Review comparable swatches for softness, density, surface and opacity; GSM alone does not define the final feel.

02

A repeatable silhouette

Confirm body width, length, shoulder drop and sleeve opening on a graded measurement sheet.

03

A neckline that holds

Choose rib depth and binding construction, then review wash change and neck recovery on samples.

04

Artwork in real scale

Approve placement, colour and surface feel on the actual fabric before finalising decoration.

Everyday Foundations

Build a dependable opening range with balanced weights, familiar proportions and considered neck finishes.

Heavyweight & Street

Explore dense jersey, wider bodies, dropped shoulders and washed colour directions for statement essentials.

Movement & Layers

Develop lighter layers and alternative proportions around movement, drape and intended end use.

Signature Finishes

Use surface treatments, construction details and restrained decoration to create a recognisable collection.

NINE STYLE DIRECTIONS

The signature edit.

A coordinated starting assortment; reference tags link to the development notes on the next page.

TS-01



TS-03



TS-06



TS-08



TS-11



TS-13



TS-16



TS-18



TS-17



BUILD THE BRIEF

Shape the final product.

Use the reference on the previous page to refine the construction, fit and finish.

TS-01

Essential Crew Tee

A balanced everyday crew with a clean body and familiar proportions.

TS-03

Slim Jersey Tee

A closer silhouette with controlled length and sleeve opening.

TS-06

Heavyweight Box Tee

A compact, wider body designed around substantial jersey.

TS-08

Cropped Box Tee

A shorter body proportion with a wide, clean silhouette.

TS-11

Light Movement Tee

A light base concept developed around mobility and easy layering.

TS-13

Raglan Training Tee

A raglan sleeve option to change the shoulder line.

TS-16

Slub Texture Tee

Subtle yarn texture gives a familiar silhouette a quieter signature.

TS-18

Pocket Detail Tee

A restrained chest pocket adds functional surface interest.

TS-17

Contrast-Rib Tee

A contrasting neckline creates an intentional collection detail.

THE PRODUCT RANGE

More ways to build the range.

Everyday Foundations / Heavyweight & Street

STYLE	COLLECTION BRIEF	WEIGHT	FIT
TS-01 Essential Crew Tee	A balanced everyday crew with a clean body and familiar proportions.	180-200 gsm target	Regular unisex
TS-02 Lightweight Summer Tee	A lighter jersey option for warm-season collections.	150-170 gsm target	Regular and airy
TS-03 Slim Jersey Tee	A closer silhouette with controlled length and sleeve opening.	170-190 gsm target	Slim
TS-04 Relaxed Core Tee	A wider everyday block with a easy sleeve shape.	200-220 gsm target	Relaxed
TS-05 Long-Sleeve Crew	An adaptable base layer with proportionate sleeves and clean cuffs.	190-220 gsm target	Regular long sleeve
TS-06 Heavyweight Box Tee	A compact, wider body designed around substantial jersey.	240-280 gsm target	Boxy
TS-07 Oversized Drop-Shoulder Tee	A broad shoulder line with generous body volume.	260-300 gsm target	Oversized
TS-08 Cropped Box Tee	A shorter body proportion with a wide, clean silhouette.	220-260 gsm target	Boxy cropped
TS-09 Vintage Wash Tee	A lived-in colour direction with intentionally soft surface character.	220-250 gsm target	Relaxed
TS-10 Raw-Hem Statement Tee	An expressive hem detail for a defined streetwear capsule.	240-280 gsm target	Oversized

THE PRODUCT RANGE

More ways to build the range.

Movement & Layers / Signature Finishes

STYLE	COLLECTION BRIEF	WEIGHT	FIT
TS-11 Light Movement Tee	A light base concept developed around mobility and easy layering.	140-170 gsm target	Athletic regular
TS-12 Interlock Clean Tee	A smooth, structured surface with a refined everyday shape.	200-230 gsm target	Regular
TS-13 Raglan Training Tee	A raglan sleeve option to change the shoulder line.	160-190 gsm target	Athletic raglan
TS-14 Longline Layer Tee	A longer base proportion for layered silhouettes.	180-210 gsm target	Relaxed longline
TS-15 Women's Shaped Tee	A shaped body and sleeve proportion for a separate fit block.	170-200 gsm target	Shaped regular
TS-16 Slub Texture Tee	Subtle yarn texture gives a familiar silhouette a quieter signature.	170-200 gsm target	Regular
TS-17 Contrast-Rib Tee	A contrasting neckline creates an intentional collection detail.	190-220 gsm target	Relaxed
TS-18 Pocket Detail Tee	A restrained chest pocket adds functional surface interest.	200-230 gsm target	Regular
TS-19 Panel-Seam Tee	Clean panel lines establish a distinct construction language.	210-240 gsm target	Boxy
TS-20 Pigment Colour Tee	A muted colour treatment creates a considered capsule palette.	220-260 gsm target	Relaxed

MATERIAL DEVELOPMENT

Specify the feel and finish.

Choose a material direction, then agree the tests and sample checks needed for the intended use.



Cotton jersey

Natural-feel jersey direction for everyday and substantial essentials.

Confirm: Confirm composition, opacity and wash behaviour.

Textured jersey

Slub or interlock directions offer a different surface character.

Confirm: Approve texture consistency and shrinkage.



Cotton-rich blend

Blend direction for a softer surface or more fluid drape.

Confirm: Confirm fibre mix and decoration response.

Movement jersey

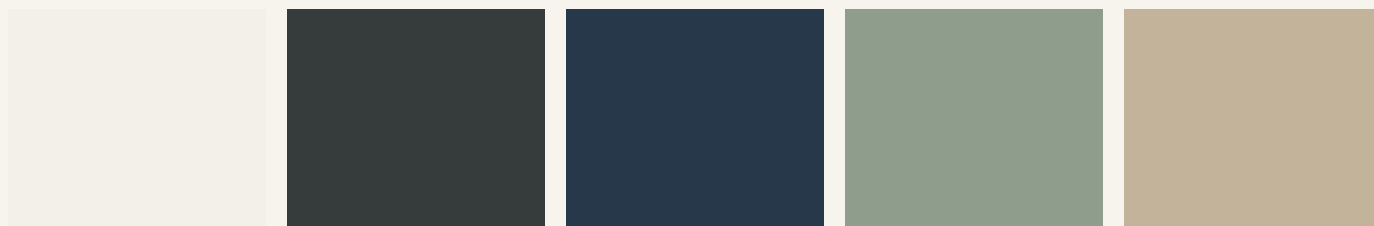
Lightweight stretch or engineered jersey concept for active-inspired styles.

Confirm: Confirm recovery and intended-use testing.

MAKE IT YOURS

A consistent brand language.

Digital swatches are palette concepts; approve physical colour references before production.



Warm Ivory

Graphite

Deep Navy

Muted Sage

Sandstone

Screen printing

Flat colour artwork for considered graphics and chest marks.

Sample check: Approve opacity, feel and wash adhesion.

Embroidery

Small stitched marks or tonal details on suitable jersey.

Sample check: Check backing, puckering and needle damage.

Transfer decoration

Detailed artwork option for selected fabrics and placements.

Sample check: Check stretch, adhesion and wash response.

Labels & trims

Neck labels, woven hems and coordinated swing tags.

Sample check: Approve edge comfort and label information.

Artwork dimensions, placement, colours and finishing are agreed per product. The sample decides the final method.

FROM BRIEF TO APPROVAL

Agree the details early.

A proposed project sequence; quantities, feasibility and timings are confirmed against the style brief.

- 01 Define target wearer, intended use, size range and reference fit.
- 02 Confirm category feasibility; shortlist fabric or yarn swatches and trims.
- 03 Agree measurements, weight targets, artwork and proposed construction.
- 04 Review a physical sample for fit, handfeel and decoration compatibility.
- 05 Validate care, relevant tests and final specifications before production approval.

PACKAGING DIRECTIONS TO DISCUSS

Retail-ready	Hangtag wording, barcode requirements and individual presentation.
Club issue	Size identification, player names and set-by-set allocation.
Grouped orders	Agree carton assortment, quantity checks and destination labelling.

COMPLETE THE PROGRAMME

Think beyond the first style.

Choose relevant additions around your team, collection and repeat-order needs.



Matching sweatshirts

Carry colour and proportions into a coordinated fleece range.

Layering tanks

Offer an alternative base layer within the same colour family.

Socks

Extend colour and graphics into a compact accessory.

Caps

Develop a matching headwear concept with restrained decoration.

Packaging set

Coordinate size stickers, folded presentation and swing tags.

Additional categories are development options; confirm construction, sourcing and production feasibility before order.

START A CONVERSATION

Make the brief specific.

Complete this page and send it with artwork or references to your TEXTURALA representative.

CLUB / BRAND / COMPANY

NAME / EMAIL

STYLE REFERENCES

QUANTITY & SIZE BREAKDOWN

MATERIAL, WEIGHT & FIT TARGETS

COLOURS, ARTWORK & LABELS

DESTINATION & PREFERRED TIMELINE

TESTS & PRIORITY REQUIREMENTS

Illustrative AI concept renders. Styles, weights, fits, colours and materials are development targets. Final composition, construction, decoration, testing and production feasibility require sample confirmation.



Your collection. Your identity.

Bring the colours, silhouettes and details that matter to you. Build a coordinated custom collection from a clear product brief.



YOUR DESIGN. OUR CRAFT.