

Reports

COLLEGIATE STYLE

Inspiration was absolutely essential for GEAR For Sports' newest sportswear packages. With names such as gfs.co.ed and SURPLUS, it is very clear that these new garment packages were inspired by the very college students that will buy them. These garment lines mark a completely new direction in sportswear design for the company and that is because the Licensed Apparel Products Division (LAPD) is now a separate business unit of GEAR For Sports®. Mike Gary, Senior Vice President of the Licensed Apparel Products Division, states that "now that we are a separate business unit we are solely responsible for the products we provide to our market. We can dictate the direction of our line and react quickly to any new fashion trends. From now on, expect the unexpected from GEAR For Sports®."

The SURPLUS and gfs.co.ed lines help to expand the GEAR For Sports® image beyond the traditional alumni market. "We are still committed to our traditional line. We haven't abandoned our roots, we've just spread them out to cover more ground," noted Mike Gary. After intense research and product development, gfs.co.ed and SURPLUS apparel will be arriving in bookstores early this summer. "The immediate feedback that we are getting from our customers is that we are right on target with our new product offerings for Fall 2000," stated Gary. There have also been reports that sales representative's sons and daughters have already pilfered their "samples" so that they can be the first to wear these brand new styles.

Kyle Martin, Director of Merchandising at GEAR For Sports described the new lines in a recent interview. "gfs.co.ed is a tightly merchandised group of product and graphics targeted at the female college student. She is going to be wearing these clothes to university athletic events, parties and classes." The gfs.co.ed collection contains a vest, pants, t-shirts and a hooded sweatshirt (see photo).

SURPLUS, the counterpart to the women's line, is young and fresh. Martin notes that "a college student could and probably will live in these cargo pants (see photo)." The SURPLUS line also includes cargo shorts, tattoo tee, surplus polo, thermal tee and a bucket cap.

The Fall 2000 line also introduces the updated Big Cotton® collection. Big Cotton® Washed & Ready™ garments undergo two different washing processes during manufacturing to preserve colorfastness and fit. The body has been reshaped and the trims have been loosened to produce an overall relaxed style. Most are in amazement that these garments have been washed, yet the price is now reduced. GEAR For Sports has changed the rules again and reinvigorated this basic category with a new "washed" energy!

gfs.co.ed
 ©GEAR For Sports



No Lip Hood G5320



Bucket Cap G0855
 Tattoo Tee G1395
 Cargo Pant G1498



Big Cotton® Washed & Ready™ Crew
 G1092
 Big Cotton® Washed & Ready™ Pant
 G1094



OUTTA' LINE • FALL 2000

Students will most certainly notice the newcomers to the Fall 2000 Outta' Line Collection. The new additions include a cotton sweater, a fleece vest, a baseball jersey and a plaid woven shirt. The new look includes not only new styles, but new graphics too. Steve Bartlett, GEAR For Sports Sales Representative, reports that "customers really like the new graphics and the fact that we have changed the collection enough to make it fresh." Bartlett reports that competitors have tried to copy the Outta' Line collection, but have not been able to capture the essential look.

The vintage washed look has been replaced by multi-color graphics. "The graphics are slightly bigger, bolder and brighter for Fall 2000," reports Dave Kennedy, Director

of Graphics for Licensed Apparel. Kennedy also reports that school mascots and double-location graphics have been introduced for Outta' Line apparel.



NEW STYLES

G1776 Sweater

G1150 Plaid Shirt

G1548 Fleece Vest

G1366 Baseball Jersey

The Outta' Line Trolley cart showcases the Fall 2000 Collection. Call your GEAR For Sports sales representative today to find out how you can qualify for this guaranteed sales booster.

SPOTLIGHTING NEIL FERGUSON



In an effort to advance GEAR For Sports' progressive human rights policies and to ensure that all of the products are produced under conditions consistent with the company values, GEAR For Sports has added another resource to enhance the Logistics and Customs Department. Neil Ferguson joins the company as the Customs and Human Rights Compliance Administrator. Neil started with the company at the same time that GEAR For Sports launched its GEARnosweat.com web site. In addition to maintaining and updating the web site, he will be responsible for the advancement of GEAR For Sports' policies, procedures and documentation related to human rights and customs compliance issues.

Neil is a Truman State University graduate and has a degree in political science. He worked as a legislative intern in the Missouri House of Representatives during the 1997 session. Neil states that "my background in politics is important to this position in order to follow the bureaucratic framework of customs' matters and to grasp the dynamics of the human rights issues."

Ferguson noted that over 1,800 visitors have flocked to the web site since January. Many of these visitors have used the factory location database to track where GEAR For Sports® brand name collegiate merchandise is produced.

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