



# Marine Layer Custom

2021 COLLECTION





**"I want to be buried in Marine Layer"**

The nicest (and most morbid) customer compliment ever.

# How it all got started

## Once Upon a Time...

The day after my girlfriend threw away my favorite shirt I started working on Marine Layer... To be fair, she wasn't crazy or anything—this one really was on its last legs (the shirt, not Kelly). I was also probably a little crazy to quit my job and spend the next year perfecting a custom fabric, but here we are.

After we crafted the perfect fabric, we made the perfect tee. Then we made the perfect polo. Then we made the perfect hoodie. Then... you get the idea. We've built a brand around absurdly soft shirts that feel like your old favorite from day 1.

# Our take on custom

We started the custom business so that companies could show off their brand on a premium canvas. Also, we want to get our shirts onto as many bodies as possible because everybody should know what it's like to wear a cloud at least once.

## QUALITY BUILT TO LAST

Our signature fabric and custom cloth tag set our shirts apart. These are not the shirts you stuff in your drawer and eventually turn into dish rags. These are the ones you hand down to your grandchildren along with your fine china.

## FABRIC OBSESSED

We start at the fiber level to make sure everything's as soft and durable as possible. Plus, we've made over 25+ custom fabrics (and counting).

## MADE RESPONSIBLY

80% of our custom stuff is produced in California, by adults. We also visit every factory in person to make sure they're as happy to be working with us as we are with them.

## SO SOFT IT'S ABSURD

When we say our stuff is soft, we really mean it. It's not like "oh wow, this feels nice" soft. It's "holy sh!# how did they make this?" soft.

# Oh hey, sustainability

We're all about making the best possible products in a responsible way.



## Our Fabrics

Here are the four pillars of sustainable, low-impact materials we use in our custom fabrics. 81% of all custom styles use at least one of these sustainable materials.

### LENZING™ MODAL

A fine cellulosic fiber from beechwood trees

### UPCYCLED COTTON

Made from breaking down old tees our community donated

### LENZING™ TENCEL

Made from the wood pulp of eucalyptus trees

### RECYCLED PLASTIC

We melt things like plastic bottles and spin them back into fiber

## Re-Spun



Our revolutionary tee recycling program that turns old shirts donated from our community into one-of-a-kind clothes.

### STEP 1

We collect your old tees

### STEP 3

Turn that into recycled yarn

### STEP 2

Break 'em down to the fiber level

### STEP 4

Your new favorite clothes are born



# Color Me Happy

We're able to produce 7 different styles in any Pantone color of your choosing. We're like magicians. You can pick a color, any color, and we'll make it happen. Plus, we'll make it happen faster than anybody else.

Minimum order is 100 units per color and can be combined with different styles in the same fabric. Switch things up a little.





# Signature Crew

TOP-OF-THE-ROTATION TEES

Our unisex crews are made with our custom Signature Fabric: 50% Supima Cotton and 50% MicroModal. Modal comes from recycled beechwood, which is a natural and sustainable source of raw material. These crews are all made in CA (by adults).



Men's

XS - XXXL | Available in seriously any color



MSC1-PFD



Women's

XS - XXL | Available in seriously any color



WSC3-PFD



# Signature V-Neck

Trend alert: the V is back. Made in our Signature Fabric, 50% Supima Cotton and 50% Micromodal, it's the perfect amount of V with the most amount of soft.



Women's

XS - XL | Available in seriously any color 

WSV2H-PFD





# Sherpa Crew Pullover

IT'S A CARDIGAN BUT THANKS FOR NOTICING

This is just as soft as our regular Sherpa crew, but it's made with a custom, durable Tri-Blend loop terry fabric that we developed to take dye especially well (so it'll match—and stay—whatever color you choose).



Men's

S - XXL | Available in seriously any color



MLCSR-PFD



Women's

XS - XL | Available in seriously any color



WRSS4-PFD



# Signature Longsleeve

What's even better than our Signature Tee? Our Signature Longsleeve, which is just like our crewneck with longer sleeves (AKA more soft fabric). The best lightweight layer around, in our opinion. Available in any custom color of your choosing.



**Unisex**

XS - XXXL | Available in seriously any color 

MLC1-PFD

Ready to Ship



## Stocked Styles

If the thought of a limitless color wheel makes your head spin (we don't blame you), we also stock silhouettes in pre-selected colors.

They're ready to ship next day, cost less, and require only 1-3 days lead time. Nothing better than instant gratification.





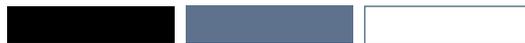
# Signature Crew



These shirts are the reason why we exist. Not only are they the most absurdly soft shirts you'll ever wear, but they're also made with recycled beechwood, so they're sustainable too. It's the crew of your dreams: soft, never see-through.



**Men's**  
XS - XXXL



Black

Faded Navy

White

MSC1-C



**Women's**  
XS - XXL



Black

White

WSC3-C



# Sherpa Crew Pullover

Made with our Mock Twist Sherpa Fleece (translation: the most luxurious fabric we make). It's like a raglan and a sweatshirt had a baby. An absurdly soft baby.



**Men's**  
S - XXL



Heather Grey

MLCSR



**Women's**  
XS - XL



Heather Grey

WRSS4



# Sunset Pullover Hoodie

Made with the exact same fabric as our Afternoon Zip Hoodie—but in a brand new pullover silhouette. It's something warm you can pull over (see what we did there?) when temps cool and the sun starts to set.



**Men's**  
S - XXL



Asphalt Grey

Black

True Navy

MLHP3



**Women's**  
XS - XL



Asphalt Grey

Black

True Navy

WLHP3



# Afternoon Zip Hoodie

Made from our signature blend of Supima Cotton and Micromodal. Lightweight.  
Durable. Definition of afternoon delight.



**Men's**  
XS - XXL



**Women's**  
XS - XL



Asphalt Grey

Black

Dusty Olive

Faded Navy

True Navy

MLHZR



Asphalt Grey

Black

Dusty Olive

Faded Navy

True Navy

WLHZR



# Signature Lined Zip Hoodie

We took our bestselling Afternoon Zip Hoodie and made it even better/warmer by lining the inside with our signature, sustainable tee fabric. The result? A heavier weight hoodie that's just about as premium as it gets. Truly top-shelf stuff here, folks.



COMING IN MARCH 2021





# Reversible Quilted Corbet

Featuring super soft quilted layers of our custom two-toned fabric for the softest sandwich of a sweater. Featuring quilted fabric knit together, then filled to make it extra warm (without the bulk). The only reason you'll want to take it off is to flip it to the other side.



**Men's**  
S - XXL



Heather Grey/Charcoal

ML13S



**Women's**  
XS - XL



Heather Grey/Charcoal

WL12S



# Sport Quarter Zip

Featuring a moisture-wicking, mossed fabric that's so soft you'll wanna throw out all your other clothes. Great for the casually athletic, or the just plain casual.



**Men's**  
XS - XXL



Charcoal      Deep Denim

AML12Z



**Women's**  
XS - XL



Charcoal      Deep Denim

AWQZR



# Sport Joggers

Made with our heavyweight active fabric, this casual sport jogger is the best of both worlds: it keeps you cool and hides sweat when things get hot, but it'll also keep you warm when things get chilly.



**Men's**  
S - XXL



Charcoal      Dark Heather Grey

AMBJ1



**Women's**  
XS - XL



Charcoal      Dark Heather Grey

AWKJ1



# Lined Blanket

We got so many requests for blankets that we made one just for our custom line. Featuring our absurdly soft, sustainable Signature Fabric on the inside and our cozy Tri-Blend Sherpa fleece on the other. Now you don't have to sleep in our sweaters.



50in x 72in



Heather Grey

XBL1





## Marine Layer Custom

GUYS/ UNISEX	Size	Chest
	XS	35-36"
	S	37-39"
	M	39-40"
	L	42-43"
	XL	45-46"
	2XL	47-49"
	3XL	50-52"

GALS	Size	Chest
	XS 0	32-33"
	S 2-4	34-35"
	M 6	36-37"
	L 8-10	38-39"
	XL 12	40-41"

\* Please note this is a general size chart for our custom business and that different product styles have different ranges of available sizing.

# INTERESTED IN A TEST DRIVE?

Check out Marine Layer on our premier online platform: <https://www.shopelitepromo.com>

Connect with one of Marine Layer Corporate Branding Experts™:  
650.513.1037 | [agency@reachepi.com](mailto:agency@reachepi.com)

