

**ANTHEM**®

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# **MEET YOUR NEW WARDROBE FAVOURITES**

Soft, luxurious, and ultra relaxed. Cool, breathable fabrics that wash and wear beautifully. Garments that layer up for next-level coziness. A timeless collection that always looks fresh and is designed to last.

Our style has always been casual, carefree and considerate too. With high-quality natural fabrics and hi-tech recycled materials. From heavyweight T-shirts in oversized cuts, to soft-feel hoodies and fleecy joggers - all ready to personalize with your unique take on print, embroidery or decoration.

This is long-lasting fashion with a feel-good factor.

THIS IS ANTHEM 2025.

anthemclothing.com



















# WE'D RATHER BE TIMELESS THAN TRENDING

And we're pretty sure you would too.

### LOOKS THAT LAST

We make our garments with the utmost care and the highest standards, using quality materials that are designed to last. Because throwaway fashion has never washed with us.

### A TOUCH MORE LUXURIOUS

We create our collections using exceptionally soft organic cotton.

It adds a luxurious feel to everything from sweatshirts to joggers.

Elevating the everyday to exceptional.

### MAKE IT PERSONAL

With the finest yarn count, every garment offers the perfect surface for decoration. A blank canvas that inspires you to play with print, embroidery or embellishment to create your own masterpiece.

### LIGHT ON PACKAGING

We also protect our garments in plastic-free cardboard cartons using minimal packaging, and materials that are easy to recycle. So we're light on your conscience, too.

# ANTHEM®

# THE FABRIC OF LIFE





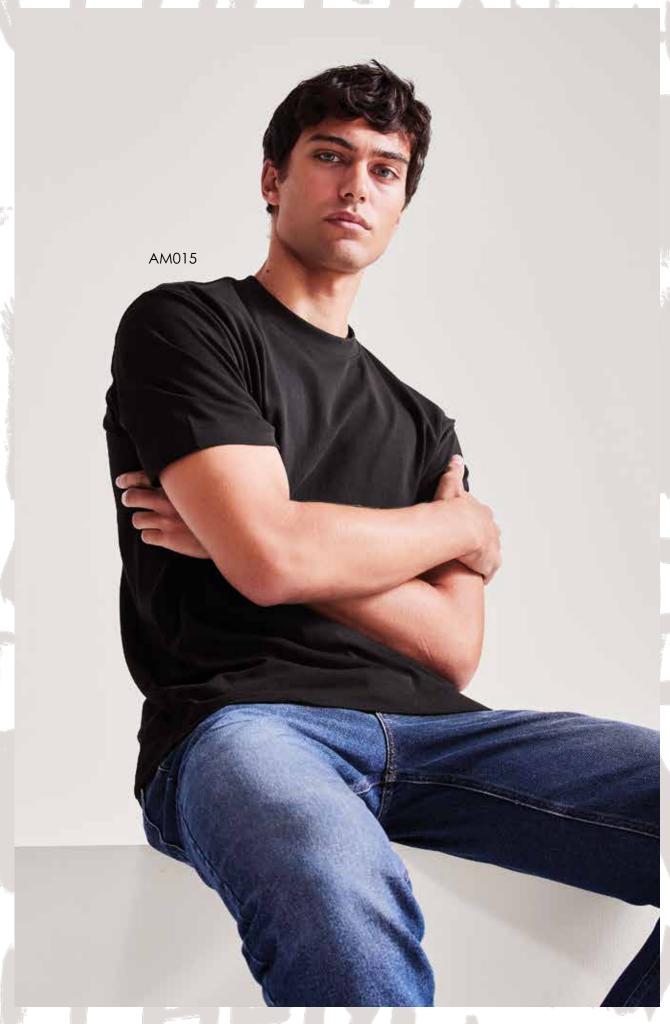
All our organic cotton is certified by the Global Organic Textile Standard (GOTS) or Organic Textile Standard (OCS) meaning naturally beautiful & breathable cotton that you can trace from raw material all the way through to responsible manufacturing.





We transform recycled bottles that would otherwise have gone to waste into our recycled polyester that we use. Certified by the Global Recycled Standard (GRS) and Recycled Cotton Standard (RCS) meaning you can rest assured social and environmental requirements have been followed during the process.











AM010 LIGHT PINK

AM015 NAVY









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

















# YOUR NEW FAVOURITE TEE

Level up your tee collection with a mid-weight garment that's tough enough to take embroidery, yet still light enough to drape beautifully over the body. So however creative your designs, you get the best of both worlds. Have we discovered the ultimate all-season tee? You be the judge.



AM012 Anthem Midweight T-Shirt

100% Organic Cotton. Grey Marl: 60% Organic Cotton, 40% Recycled Polyester. Weight: 180gsm













# **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





















# 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.











AM011 Anthem Long Sleeve T-shirt

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



















# LAID-BACK LUXURY

The Anthem Studio Hoodie was made for chilling out. Designed in luxuriously thick fabric with a brushed inner fleece, it has a classic relaxed fit that's styled with a pouch front pocket, cuffs and hem in certified organic yarn. A laid-back look in eight soft shades that are also easy on the eye.



**AM101** Anthem Studio Hoodie 80% Organic Cotton, 20% Recycled Polyester. Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose. Weight: 320gsm















# THEIR STORY

Lighten up with the Anthem unisex hoodie. This re-imagined Anthem hoodie design features a lightweight hood and skinny drawcords with matching eyelets and ends. Plain perfection, or ready for decoration. Because details matter.













#### AM006 Anthem Unisex Hoodie

80% Organic Cotton, 20% Recycled Polyester. Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose. Weight: 240gsm

















# HIS STORY

The Men's Anthem Hoodie won't just be a men's wardrobe favourite; ladies will also love the boyfriend fit and cool comfort fabric that's super soft – inside and out.



#### AM001 Anthem Men's 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















# 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 Anthem Women's Hoodie

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

















### 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 Anthem Men's Zip Hoodie

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















# COMFORTABLE

# CONTENDER

What's on your wish list? Next-gen materials? Luxurious feel? Printability? 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** Anthem Women's Zip Hoodie

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



















# 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













# **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.







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















### A CAST OF

# INCREDIBLE COLOURS

NEW **AM101** Anthem Sweat



STONE PAN WARM GRAY 4 C





PINE GREEN PAN 3302C





LIGHT BLUE PAN 644C



GREY MARL PAN COOL GREY 7C







AM001 Anthem Men's Hoodie

























































AM002 Anthem Men's Zip Hoodie



















AM004 Anthem Women's Zip Hoodie























AM020 Anthem Sweat



















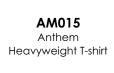








GREY MARL PAN COOL GREY 7C WHITE PAN WHITE





**AM011**Anthem Long
Sleeve T-shirt



WHITE

CHARCOAL PAN 425C







**AM030**Anthem Jogpants







