

# FW/23 TRENDS



### **MODERN MAKER**

An abstraction of traditional handcrafted techniques, designs are updated with saturated colors and modern accents.



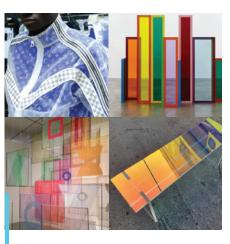
### **TECHNICOLOR TUFTS**

Surrealist patterns and energetic color combos, creating playful, lofted designs.



### **HOME GROWN**

Upcycled looks blended with recycled materials form a deliberately eco-conscious aesthetic.



### **CLEAR CHOICE**

Layered transparencies with overlapping colors create airy, ambiguous designs.



### **HYPERCOLOR**

Mixing UV reactive inks and materials in vibrant, retrostyled designs.

# MODERN MAKER



Coarse and abstracted embroidery patterns create hand-crafted designs.



Textural shading that mimics soft, hand-sketched layers of embroidery.



Designs inspired by the feel of vintage hand crafted crochet techniques.



Using the traditional artistry of beading with updated design sensibility

# CDG

### **EMBROIDERY & 3D EMBROIDERY**

This pair of embroidered emblems shows how unique looks can be achieved through materials and stitching choices. The first is fully embroidered with 3D stitching accenting the eyes, while the second uses more open stitching on a velvet ground.

### **DESIGN GUIDELINES**

#### 2221N1276024 & 2201N1276025

- · Color matching on Infusion printed velvet can be subjective due to the surface texture and thickness.
- 3D embroidery requires a minimum column width of 3mm.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.
- Velvet requires a minimum column width of 2.5mm.







PMS MATCHABLE MATERIAL

WASH TESTED

2221N1276025

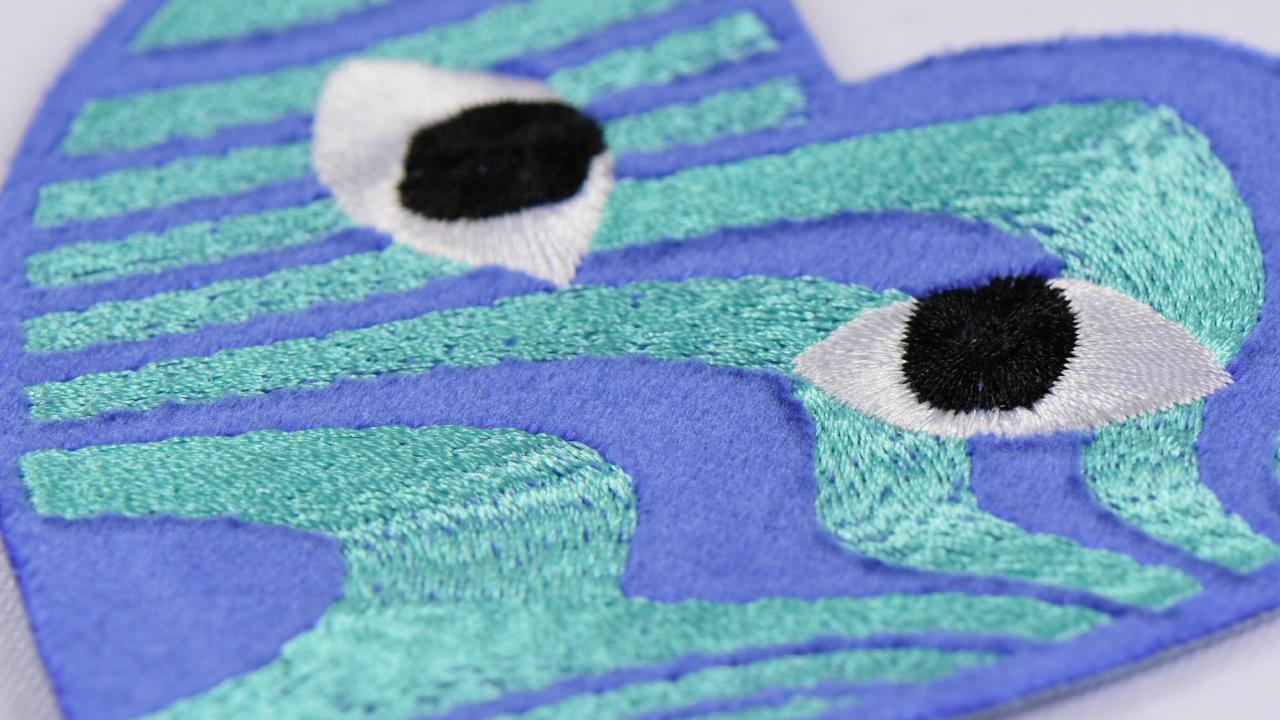
PMS MATCHABLE

WASH TESTED











# **TROIS-RIVIÈRES LIONS** EMBROIDERED APPLIQUÉ

Featuring a two layered design with a printed poly twill ground and furry poly appliqué. Uneven craft embroidery seen in the zig zag stitching and grey fill areas are great choices for a more handmade look.

## **DESIGN GUIDELINES**

- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.





















# CALIFORNIA 3D EMBROIDERY

3D embroidery with a herringbone motif stitch adds dimensionality to this design, framing the illustrative embroidery within. Matte threads bring a traditional and craft feel to the design.

## **DESIGN GUIDELINES**

- 3D Embroidery requires a minimum column width of 3mm.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- Nine thread color maximum.







>20%









# **BOSTON UNIVERSITY**

## **METALLIC CHENILLE ON FELT**

Metallic thread is now available for chenille designs and offers a fresh take on a classic technique. With a distinct shine and unique hand feel, metallic chenille is a standout premium look.

## **DESIGN GUIDELINES**

- Please refer to Lion's Chenille Design guide for additional information.
- Three color maximum with a chenille color blend.















# **WASHINGTON NATIONALS**

## **SEQUINS & BEADS**

Sequins and beads placed with modern manufacturing techniques can create designs that utilize negative space. Perfect as an accent or used for full coverage. Both beads and sequins come in a variety of colors and finishes.

### **DESIGN GUIDELINES**

#### 6000N1267015 & 6000N1267016

- Seguins are available in a limited color pallet. Color cards are available upon request.
- Sequins cannot require exact placement designs should accommodate 1mm of movement.
- Beads are available in a limited color pallet.

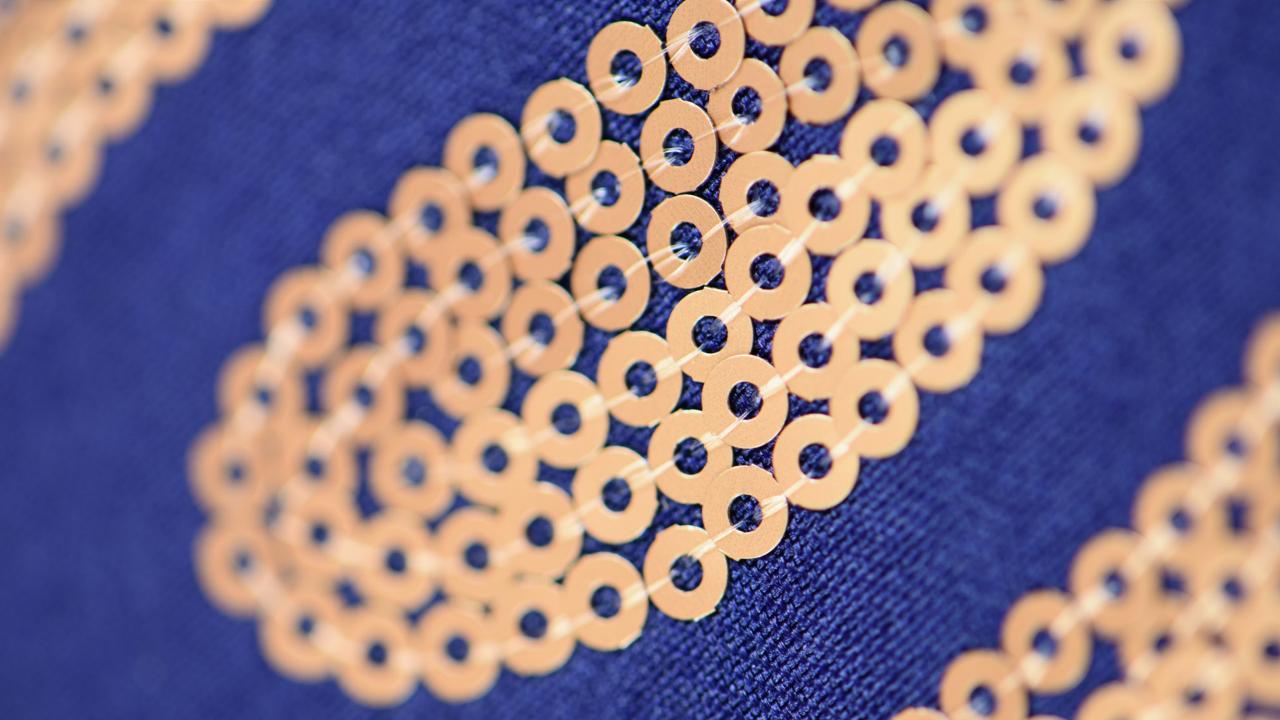




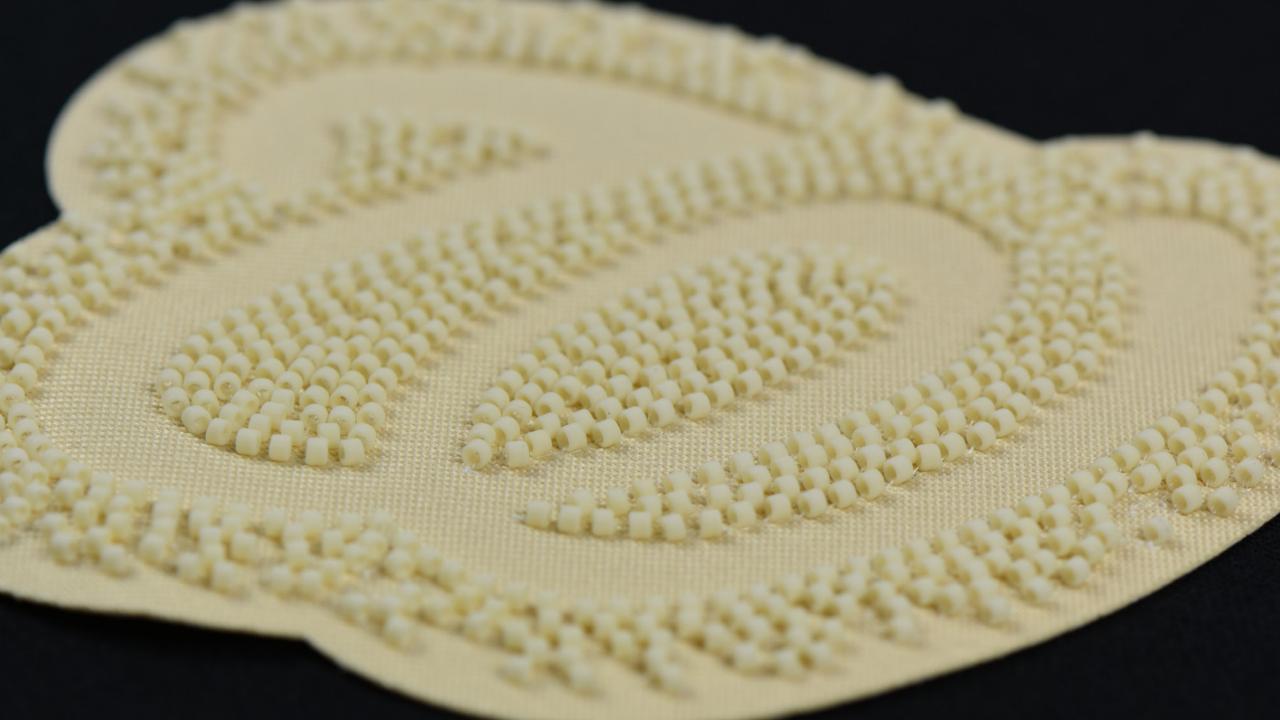














# **GANNI**EMBROIDERY WITH APPLIQUÉ

This knitting inspired design uses changes in thread density, length, and direction to create a one-of-a-kind aesthetic while still feeling very contemporary. The laser cut suede appliquéd directly on top of the stitching completes the look.

## **DESIGN GUIDELINES**

- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.





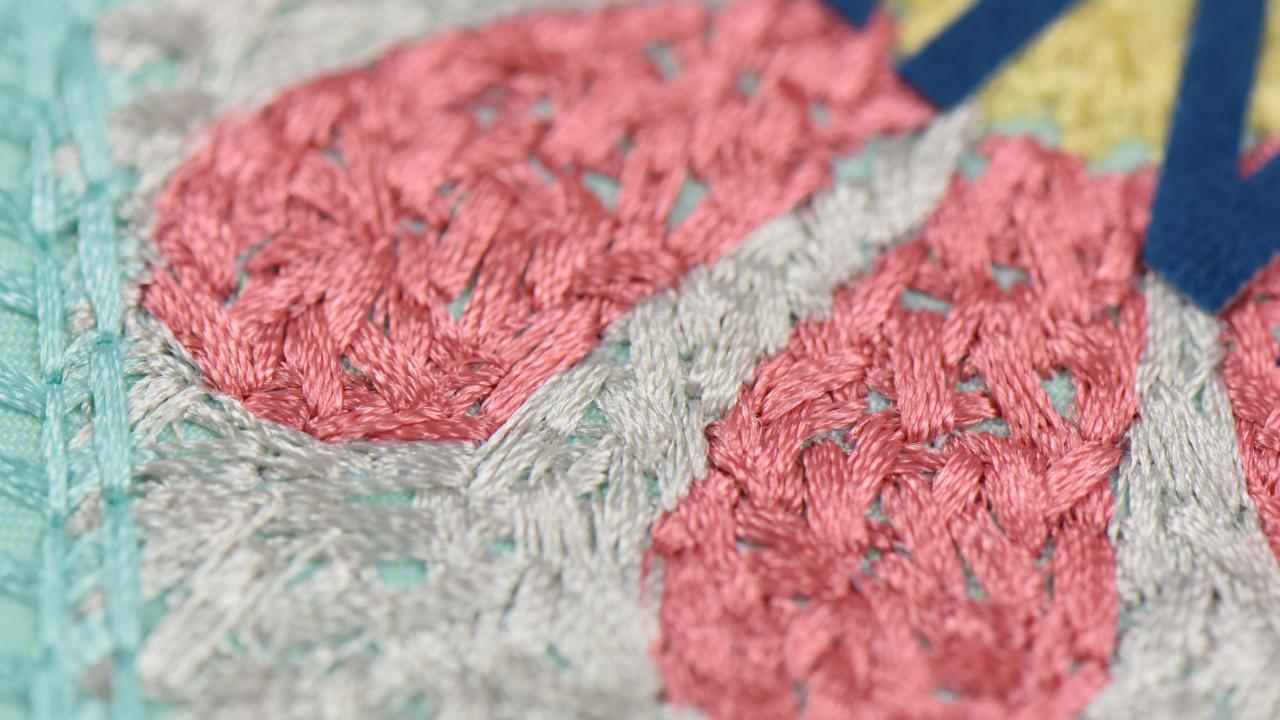












# **WISCONSIN BADGERS**

## SUBLIMATION, EMBROIDERY, & TOOTHBRUSH STITCHING

This collection ranges from classic printed mesh, to embroidered satin, all the way to toothbrush stitching. The assortment shows how different materials can be combined to create a range of price points and looks to fit any design need.

### **DESIGN GUIDELINES**

#### 4201N1267040, 1000N1267040, & 6101N1267040

- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.
- The toothbrush embroidery effect requires embroidered areas to be at least 3mm wide.

























# **TECHNICOLOR TUFTS**



Combining multi-color chenille embroidery threads with rich metallic shine.



Introducing Infusion printed chenille, using a tie dye pattern that is only possible with Lion Brothers inovative technology.



Bold colored chenille designs after a soft brushing, create a blended, surreal finished look.



Infusion printing on our furry poly material for a slightly more compact and directional appearance.

# VANS METALLIC CHENILLE

A range of specialty metallic threads are also available for chenille embroidery as seen here with our rainbow metallic thread. The wide range of colors contained within a single thread make each piece a true one of a kind.

## **DESIGN GUIDELINES**

#### 7200N1267008

- Please refer to Lion's Chenille Design guide for additional information.
- Three color maximum with a chenille color blend.















# MACINTOSH BRUSHED CHENILLE

Brushed chenille on a satin ground layer creates a thick, furry texture for one of the most tactile hand feels that Lion offers. Overlapping segments of brushed fur colors create a semi-blended look.

## **DESIGN GUIDELINES**

#### 7200N1267042

• Brushed chenille has a maximum six thread colors per design and cannot be mixed with other types of stitching.

















# **IMPASTO BLOCK CUSTOM EMBROIDERY ON TWILL**

This embroidered alphabet set on twill uses layers of thick stitching in multiple vibrant colors to create depth and texture. The entire premade alphabet of this font is available and thread colors are customizable.

## **DESIGN GUIDELINES**

#### 2201N1276018

- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.
- The available size range is 85-115% of the sample size.
- Maximum single line letter limit is nine characters.





















# **DANCING BEARS INFUSION CHENILLE**

Chenille is now printable through Lion's Infusion process, opening the door to a variety of possibilities not achievable through standard chenille embroidery. Each emblem shows how different colored ground materials react to the Infusion process. White materials will show printed colors and transitional fades, while black materials will remain black even after printing.

#### **DESIGN GUIDELINES**

#### 7200N1267026 & 7200N1267027

- Color matching on Infusion printed chenille can be subjective due to the surface texture and thickness.
- Infusion process over embroidered product requires non-registered print patterns or images.
- · Ground material will also be printed. Due to chenille pile height, ground material color will be reduced and inconsistent, with notable lightening where the pile meets the ground material. Dark ground colors will hide this effect.
- Please refer to Lion's Chenille Design guide for additional information.
- Three color maximum with a chenille color blend.
- Chenille thread can be color matched.



























# LONDON LAKERS SUBLIMATION & EMBROIDERY ON FOAM

Printed and embroidered dazzle twill over multiple layers of puff material give this emblem a lofted and pillowed look.

## **DESIGN GUIDELINES**

#### 2305N1267044

- Recycled dazzle can be a single layer, though subtle fraying can occur. Capping alleviates this potential.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.



















# **MTV**

## **INFUSED FURRY POLY ON TWILL**

Introducing Infused furry poly! Appliquéd to a printed satin ground layer, it juxtaposes the texture of fur with the shine of satin. The infusion process used to print the fur material saturates fibers all the way through, which means there won't be any white fibers showing as the fur is moves.

## **DESIGN GUIDELINES**

#### 4202N1267007

• Color matching on Infusion printed furry poly can be subjective due to the surface texture and thickness.











COMPLETELY











## **BAKER CHAMPION**REFLECTIVE APPLIQUÉ ON INFUSED FELT

This collection of three emblems features Infused felt ground material with a contrasting white reflective appliqué.

### **DESIGN GUIDELINES**

- Color matching on Infusion printed felt can be subjective due to the surface texture and thickness.
- Reflective material is available in a limited color pallet. Material color card available upon request.



















# HOME GROWN



Introducing upcycled felt, which recycles different color scrap materials into one unique fabric.



Giving our recycled twill material an upcycled look with a distressed, all over print.



Recycled designs and materials printed with upcycled, scrappy graphics, and arrangements.

### **NOTRE DAME IRISH**

### **FELT WITH EMBROIDERY**

This upcycled comparison features simple custom edge stitching. The first is an Infused recycled felt that emmulates the look of upcycled felt, allowing for color cusomtization. The second is upcycled, composite felt derived from scrap and recycled materials.

### **DESIGN GUIDELINES**

#### 2201N1267034 & 1000N1267035

- · Color matching on Infusion printed felt can be subjective due to the surface texture and thickness.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.











1000N1267035



FROM RECYCLED POLYESTER











J. Walle





### **TRIUMPH** SUBLIMATION, EMBROIDERY, & OVERPRINTING

Printed twill is embroidered with matte thread and then overprinted a second time to create a distressed and purposefully worn look. The matte thread absorbs the top print and adds to the overall vintage look.

### **DESIGN GUIDELINES**

- · Material must be unbacked to fray.
- Overprint process requires non-registered print patterns or images.
- Ground material will also be printed. Dark ground colors will hide this effect.





















### UNIVERSITY OF DELAWARE CHENILLE CHAIN STITCHING & INFUSION

This combination piece features an Infused felt ground layer with chenille embroidery and decorative chainstitching in the large letters.

### **DESIGN GUIDELINES**

- Please refer to Lion's Chenille Design guide for additional information.
- Color matching on Infusion printed felt can be subjective due to the surface texture and thickness.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.





















### **GUCCI**APPLIQUÉ ON VELVET & FOAM

This design features a layer of puff foam between a twill ground and Infused velvet appliqué. Atop all of this is a layer of satin stitched sherpa with a purposefully uneven edge.

### **DESIGN GUIDELINES**

- Color matching on Infusion printed velvet can be subjective due to the surface texture and thickness.
- Pillowing requires and minimum element dimension of 6mm and a satin appliqué stitch of 3mm.
- Please note that due to the material pile of velvet, larger, tonal embroidery provides the best outcome, while fine embroidery is not recommended.
- Velvet requires a minimum column width of 2.5mm.

















### **CLEMSON TIGERS**EMBROIDERY ON LEATHER

Motif embroidery on a ground of faux leather creates a classic mesh pattern. The open nature of the stitched design keeps thread count low and allows for flexibility in a larger full chest emblem.

### **DESIGN GUIDELINES**

- Faux Leather is available in a limited color pallet. Material color card available upon request.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.







# 843 julle







# **NEW ORLEANS SAINTS**LEATHER CAP WITH CUSTOM CUTS

The base layer is composed of a printed felt with intricate laser cut patterns, followed by a tonal faux leather cap.

## **DESIGN GUIDELINES**

#### 4202N1276017

• Faux leather is available in a limited color pallet. Material color card available upon request.















# **LEVI'S**

## **SUBLIMATION WITH CUSTOM CUTS**

This emblem features a combination of three different printed materials, twill, satin, and suede. The central word mark has been cut out to allow the garment to show through and become part of the decoration.

## **DESIGN GUIDELINES**

- Standard tolerances apply.
- Please consult your merchandiser to discuss the design parameters of the design or designs that you are interested in.





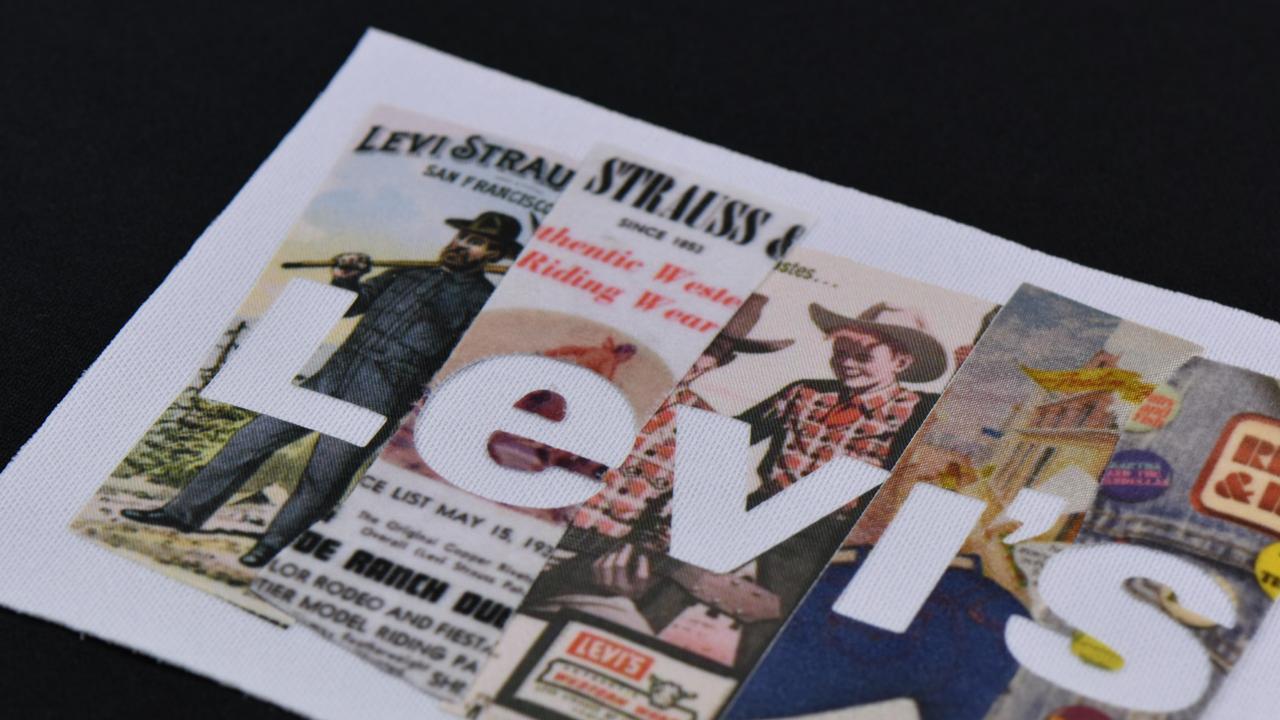
















# CALGARY FLAMES HD SILICONE

HD silicone is a great choice to create crisp, detailed designs with varying heights as seen here in this emblem that mimics the shape of tire treads.

### **DESIGN GUIDELINES**

- Please refer to Lion's Silicone Design Guide for additional information on our molded Silicone options.
- For design containing varying heights of HD silicone, a ground material must be used to ensure proper adhesion to carrier paper and to the garment.
- Clear silicone overlays require a 1mm inset from the edge of the area it is applied to.
- · Can color match.
- · Various finishes are available.
- Can differentiate heights up to 1mm.















# **CLEAR CHOICE**



Layers of off-set print semi-obscured with molded transparancies.



Iridescent film accenting the border of a multicolor print with gradients.



Vibrant colors are accented with translucent iridescent films.



Layers of printed sheer material overlap to create dimension and depth.

# NINTENDO TPU OVER SUBLIMATION

This printed logo with an offset appearance is on a ground layer of stepcloth which has its built-in texture and sheen. Atop this is a clear, embossed TPU appliqué.

## **DESIGN GUIDELINES**

- Sublimation on step cloth is color matchable.
- Due to the textured surface, sublimation on stepcloth should avoid detailed images.
- Stepcloth must have a capped edge.

















# **CHAMPION**SUBLIMATION WITH IRIDESCENT FILM

This emblem combines a rainbow printed dazzle ground layer with an iridescent foil. Due to the semitransparent nature of the foil, the colors beneath show through and take on a new and vibrant hue.

## **DESIGN GUIDELINES**

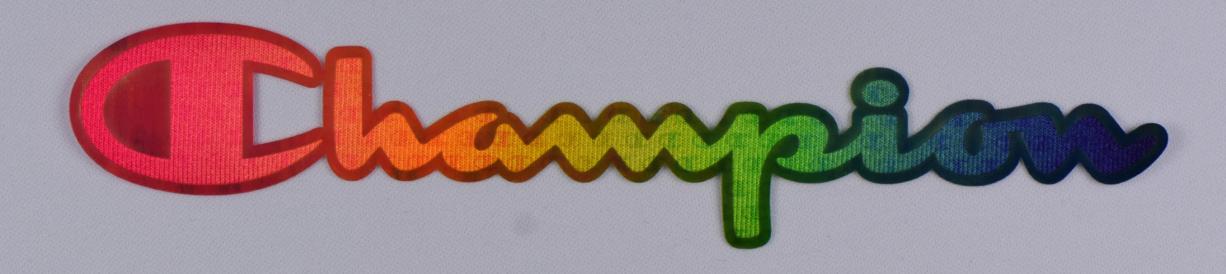
- Foil is available in a limited color pallet. Material color cards are available upon request.
- Foil must be top layer.
- Please note, foil cap will acquire a similar surface texture to the material it is applied to.





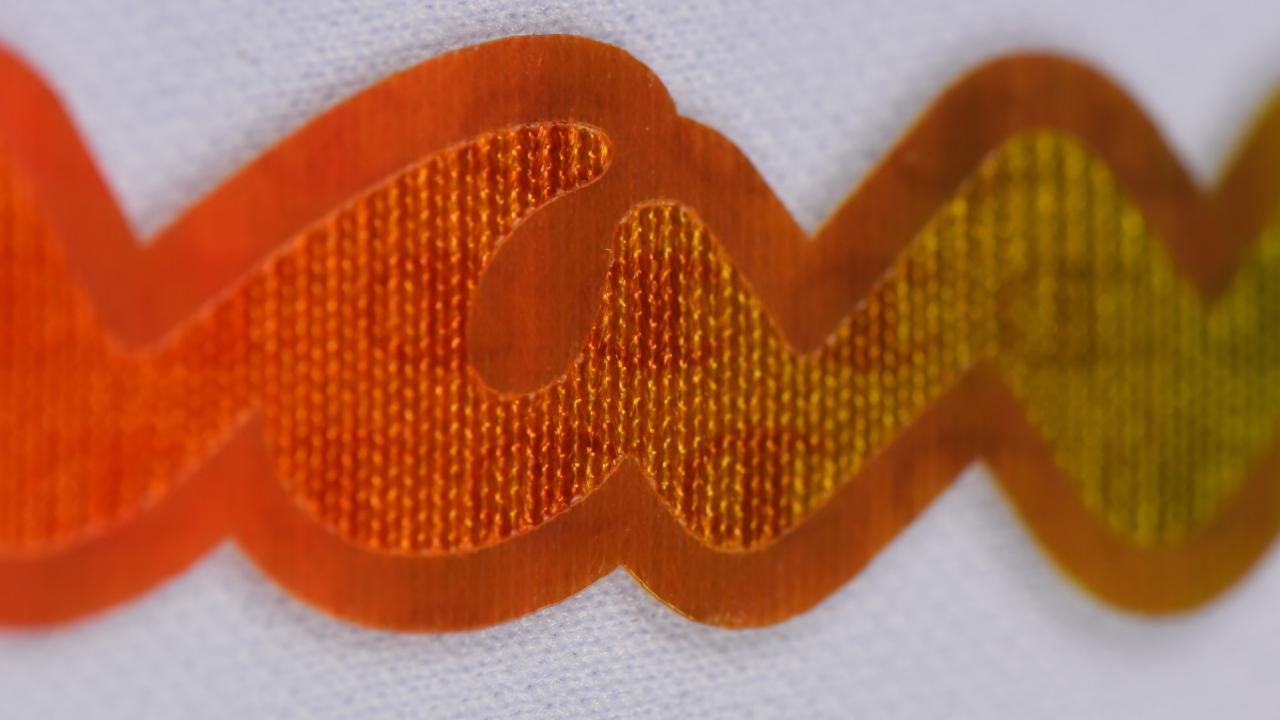












# **OFF WHITE**SUBLIMATION WITH IRIDESCENT FILM

This is another iteration of printed dazzle with an iridescent foil overlay. However, this time the bottom print color is segmented to show how each color section changes after being covered by the foil.

### **DESIGN GUIDELINES**

- Foil is available in a limited color pallet.
- Foil must be top layer.
- Please note, foil appliqué will acquire a similar surface texture to the material it is applied to.
- Recycled dazzle an be a single layer, though subtle fraying can occur. Capping alleviates this potential.

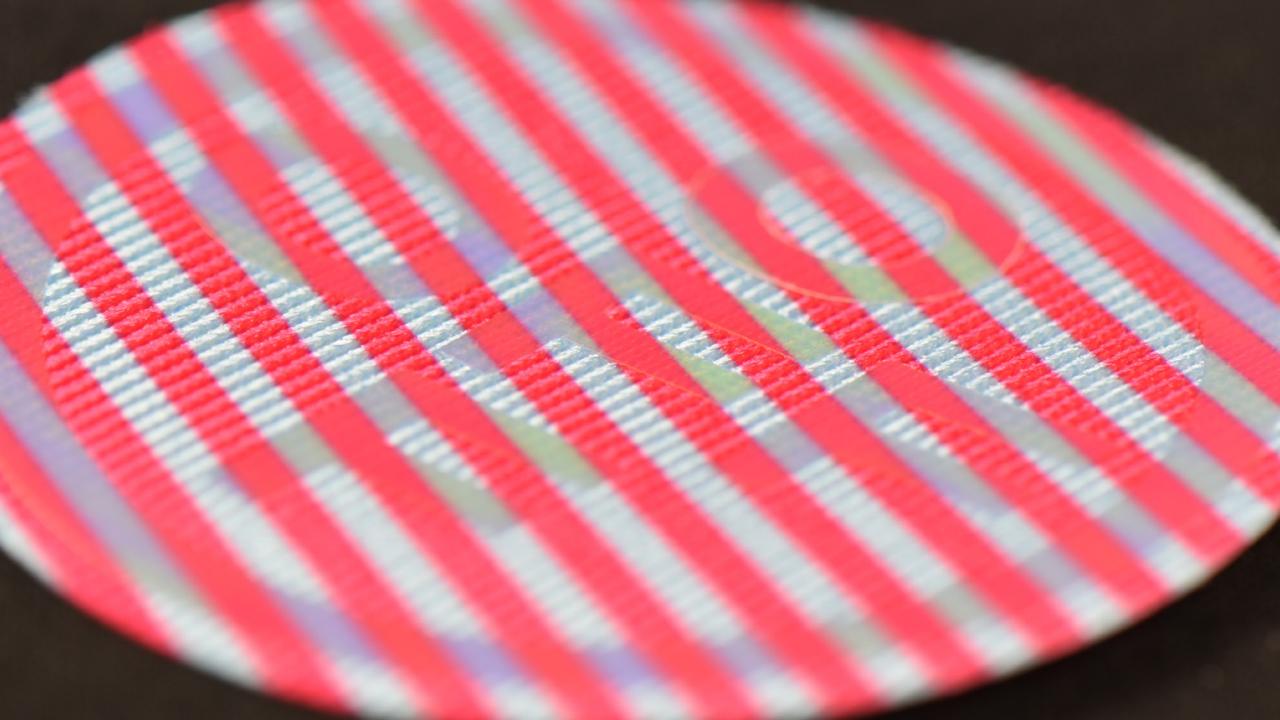


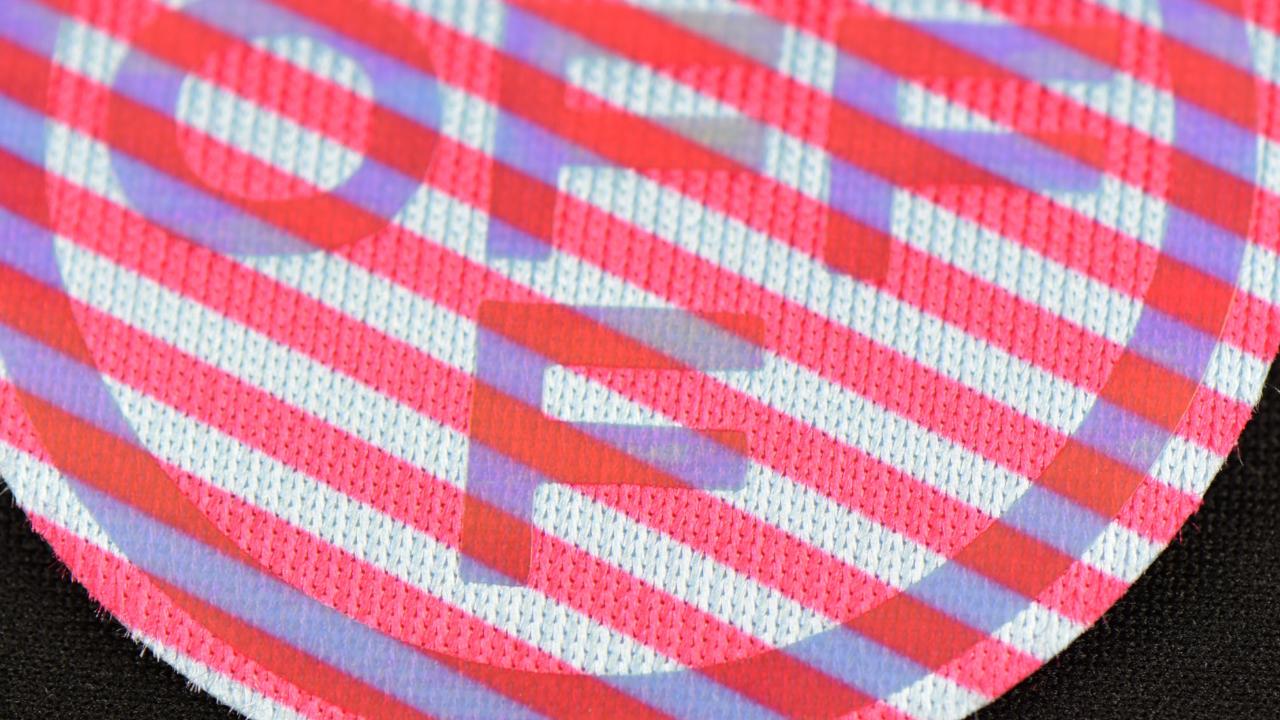














# **LEGO**

## SHEER APPLIQUÉ ON SUBLIMATION

The first layer is printed poly pro twill and the second is an appliquéd print of semitransparent sheer material. The part of the second layer in the Lego wordmark that isn't printed serves as a window that you can see the first layer through.

## **DESIGN GUIDELINES**

- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.

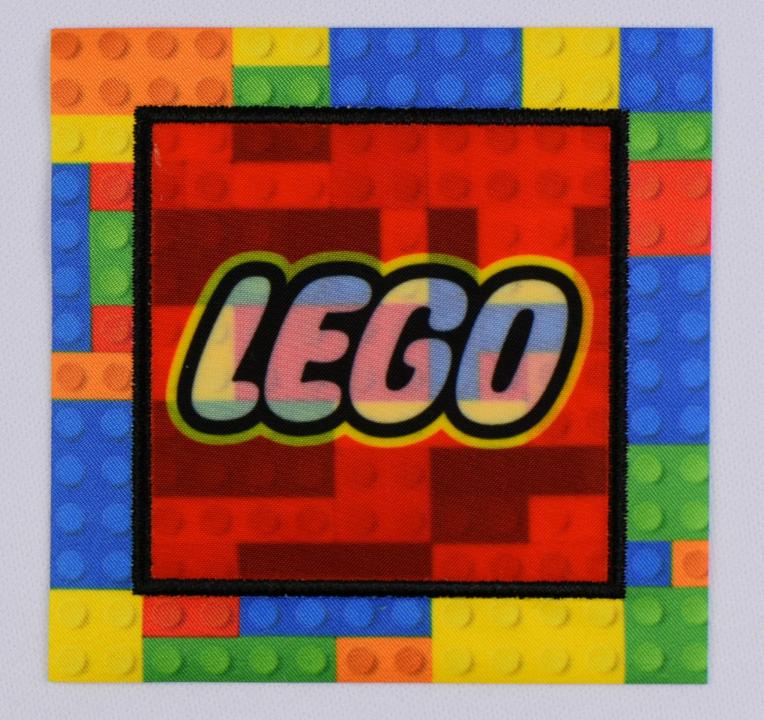


















## **HELLO KITTY**

## SUBLIMATION WITH CLEAR SILICONE

Clear glossy silicone overlays a ground layer of floral printed poly pro twill. The clear silicone has a distinct smooth and tacky texture with rounded soft edges.

#### **DESIGN GUIDELINES**

- Please refer to Lion's Silicone Design Guide for additional information on our molded silicone options.
- For design containing varying heights of HD silicone, a ground material must be used to ensure proper adhesion to carrier paper and to the garment.
- Clear silicone overlays require a 1mm inset from the edge of the area it is applied to.
- · Materials that clear silicone can applied to are limited—please consult your merchandiser.
- Clear silicone cannot be the ground layer of a multi layered design.
- Can differentiate heights up to 1mm.









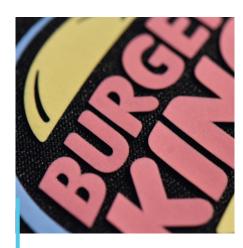








# HYPER COLOR



Introducing our new UV reactive silicone inks, hidden colors reveal themselves in the sun.



Sunlight brings to life hidden UV reactive patterns in tonal graphic designs.



Using our neon color palette with Infusion velvet creates UV light reactive colors.



Combining neon inks and thread colors for a UV reactive effect, reimagines traditional designs.

## CHINATOWN MARKET PHOTOCHROMATIC SILICONE

Introducing Lion's sunlight reactive silicone! When not exposed to UV light, the silicone appears white, and the design has a tonal affect. When exposed to sunlight, the white quickly changes to reveal bright, vibrant colors.

#### **DESIGN GUIDELINES**

- Please refer to Lion's Silicone Design Guide for additional information on our molded silicone options.
- For design containing varying heights of HD silicone, a ground material must be used to ensure proper adhesion to carrier paper and to the garment.
- Photochromatic ink colors available in limited pallet. Can request color card.
- Please consult merchandiser on this new and exciting product.















# BURGER KING PHOTOCHROMATIC SILICONE

Another example of sunlight reactive silicone shown here as a standalone piece. Even without exposure to UV light, this technique is an attractive look with white, clean, and crisp lines.

#### **DESIGN GUIDELINES**

- Please refer to Lion's Silicone Design Guide for additional information on our molded silicone options.
- For design containing varying heights of HD silicone, a ground material must be used to ensure proper adhesion to carrier paper and to the garment.
- Photochromatic ink colors available in limited pallet. Can request color card.
- Please consult merchandiser on this new and exciting product.



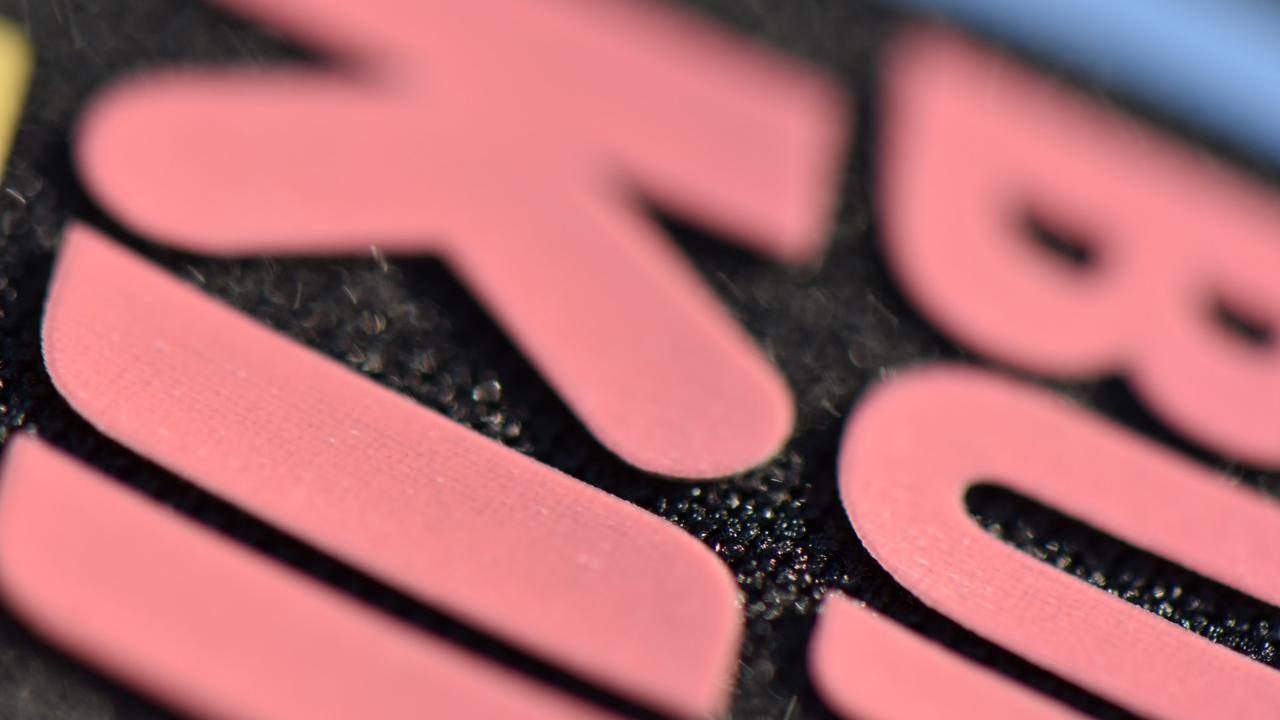












## **DGK**MOLDED SILICONE

This design is molded silicone with neon ink. Perfect for intricate patterns and designs, molded silicone is one of the thickest and most precise techniques Lion offers.

#### **DESIGN GUIDELINES**

- Please refer to Lion's Silicone Design Guide for additional information on our molded silicone options.
- For design containing varying heights of molded silicone, a ground material must be used to ensure proper adhesion to carrier paper and to the garment.
- Molded silicone cannot be the ground layer of a multi layered design.
- · Can color match.
- · Various finishes are available.
- Can differentiate heights up to 4mm.















# FLINT FIREBIRDS INFUSED VELVET

This single layer of printed velvet combines soft textures and florescent ink that can change colors when exposed to UV light.

#### **DESIGN GUIDELINES**

- Color matching on Infusion printed velvet can be subjective due to the surface texture and thickness.
- Please note that due to the material pile of velvet, larger, tonal embroidery provides the best outcome, while fine embroidery is not recommended.
- Velvet requires a minimum column width of 2.5mm.
- Color matching on Infusion printed velvet can be subjective due to the surface texture and thickness.























## **TRULY**

#### SUBLIMATED DAZZLE WITH REFLECTIVE APPLIQUÉ

The ground layer of this emblem consists of printed dazzle using bands of gradating fluorescent ink followed by a white reflective second layer.

#### **DESIGN GUIDELINES**

- Recycled dazzle can be a single layer, though subtle fraying can occur. Capping alleviates this potential.
- Reflective material are available in a limited color pallet. Material color card available upon request.











HARD SELTZER

# HARDSELTZER





# CAMPBELL'S SOUP INFUSED FELT WITH EMBROIDERY

Neon threads are used in the embroidered letters of the emblem while the rest is a single layer of printed felt using florescent inks.

## **DESIGN GUIDELINES**

- Color matching on Infusion printed felt can be subjective due to the surface texture and thickness.
- Please see the Lion Stitch Library for a variety of motif stitch options that are available.
- · Nine thread color maximum.





















## **TECHNICAL GLOSSARY**

NOTE: Lion Brothers' China factory is officially designated as a high-tech factory and is a zero waste, zero landfill facility with all waste stream materials being recycled.

NOTE: The Recycled Content column specifically refers to the content of the emblem itself, excluding heat seal backings. Sew down emblems directly correlate to the Recycled Content column percentages.

Title	MOQ	Recycled Content (%)	Sustainable	Low Water	Fully Recyclable	PMS Matching	Reactive	Wash Test	Application Method
CDG 1	Standard	>20%	<b>√</b>			✓		60°C-10x	Heat Seal/Sew Down
CDG 2	Standard		$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Trois-Rivières Lions	Standard	>50%	$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
California	Standard	>20%				$\checkmark$		60°C-10x	Heat Seal/Sew Down
Boston University	Standard	>50%						60°C-10x	Heat Seal/Sew Down
Washington Nationals 1	Standard	>20%						40°C–5x	Heat Seal/Sew Down
Washington Nationals 2	Standard	>20%						40°C–5x	Heat Seal/Sew Down
Ganni	Standard	100%	$\checkmark$		$\checkmark$			60°C-10x	Heat Seal/Sew Down
Wisconsin Badgers 1	Standard	100%	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Wisconsin Badgers 2	Standard	100%	$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Wisconsin Badgers 3	Standard	100%			$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Vans	Standard	>50%						60°C-10x	Heat Seal/Sew Down
Machintosh	Standard	100%	$\checkmark$			$\checkmark$		60°C-10x	Heat Seal/Sew Down

Title	MOQ	Recycled Content (%)	Sustainable	Low Water	Fully Recyclable	PMS Matching	Reactive	Wash Test	Application Method
Impaso Block	Standard	100%	✓		✓	<b>√</b>		60°C–10x	Heat Seal/Sew Down
Dancing Bears 1	Standard	100%	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Dancing Bears 2	Standard	100%	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
London Lakers	Standard	100%	$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
MTV	Standard	>50%	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Baker Champion	Standard	>50%					$\checkmark$	60°C-10x	Heat Seal/Sew Down
Notre Dame Irish 1	Standard	100%	$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Notre Dame Irish 2	Standard	100%	$\checkmark$		$\checkmark$			60°C-10x	Heat Seal/Sew Down
Triumph	Standard	>50%	$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
University of Delaware	Standard	100%	$\checkmark$		$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Gucci	Standard	>50%	$\checkmark$					60°C-10x	Heat Seal/Sew Down
Clemson Tigers	Standard	>50%						60°C-10x	Heat Seal/Sew Down
New Orleans Saints	Standard	>50%						60°C-10x	Heat Seal/Sew Down
Levi's	Standard	100%	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$		60°C-10x	Heat Seal/Sew Down
Calgary Flames	500					$\checkmark$		40°C–5x	Heat Seal/Sew Down
Nintendo	500	>50%				$\checkmark$		60°C-10x	Heat Seal/Sew Down
Champion	Standard	>50%						60°C-10x	Heat Seal/Sew Down
Off White	Standard	>50%						60°C-10x	Heat Seal/Sew Down
Lego	Standard	>20%	$\checkmark$			$\checkmark$		60°C-10x	Heat Seal/Sew Down
Hello Kitty	500	>50%				$\checkmark$		60°C-10x	Heat Seal/Sew Down
Chinatown Market	500						$\checkmark$	40°C-10x	Heat Seal/Sew Down
Burger King	500						$\checkmark$	40°C-10x	Heat Seal/Sew Down
DGK	500					$\checkmark$		40°C-10x	Heat Seal/Sew Down
Flint Firebirds	Standard	100%	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	60°C-10x	Heat Seal/Sew Down
Truely	Standard	>50%					$\checkmark$	60°C-10x	Heat Seal/Sew Down
Campbell's	Standard	100%	$\checkmark$		$\checkmark$		$\checkmark$	60°C-10x	Heat Seal/Sew Down

# CONTACT INFORMATION

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