

**ANTHEM<sup>®</sup>**





# THERE'S MORE TO ANTHEM THAN MEETS THE EYE

At Anthem, we've always had a reputation for stand out fashion. Beautiful garments made from quality materials including organic cotton and recycled fabrics.

But, we have a playful side too. You can see it in our eye-popping palette of colours – and the way we encourage you to play with embroidery, embellishments or print. You can feel it in the seriously soft fabrics that are irresistible to the touch. And you can wear it by layering up sweatshirts, joggers and tees to create a million playful looks. All while sporting fashion that's more considerate to its environment and is designed to last.

**THIS IS ANTHEM 2024.**

**Eye candy for anyone  
who loves fashion with attitude**

[anthemclothing.com](https://anthemclothing.com)





# WE'D RATHER BE TIMELESS THAN TRENDING

And we're pretty sure you would too.

## FUTURE-PROOF FASHION

Throwaway fashion doesn't wash with us. It's why we make our garments in factories that uphold the highest standards, from quality materials that last. So your clothes look fresh season after season.

## NATURALLY GENTLE

We have OEKO-TEX® STANDARD 100 certification to prove our textiles have been tested for harmful substances, and never use harsh processes or pest control. It makes a world of difference to how you feel wearing Anthem.

## TOUCH-ME TEXTILES

We create our collections using beautiful organic cotton with an exceptionally soft feel. So even a plain T-shirt or hoodie becomes a luxurious wardrobe favourite.

## A BLANK CANVAS

Want to add your own unique stamp? The finest yarn counts mean that every garment in our collection has the perfect surface for printing, embroidery or embellishment.

## PERFECT PACKAGING

We also like to use minimal packaging in materials that are easy to recycle. Protecting your garments in plastic-free cardboard cartons.

AM010

AM010



**ANTHEM<sup>®</sup>**

# THINGS THAT MATTER IN A **MATERIAL WORLD**



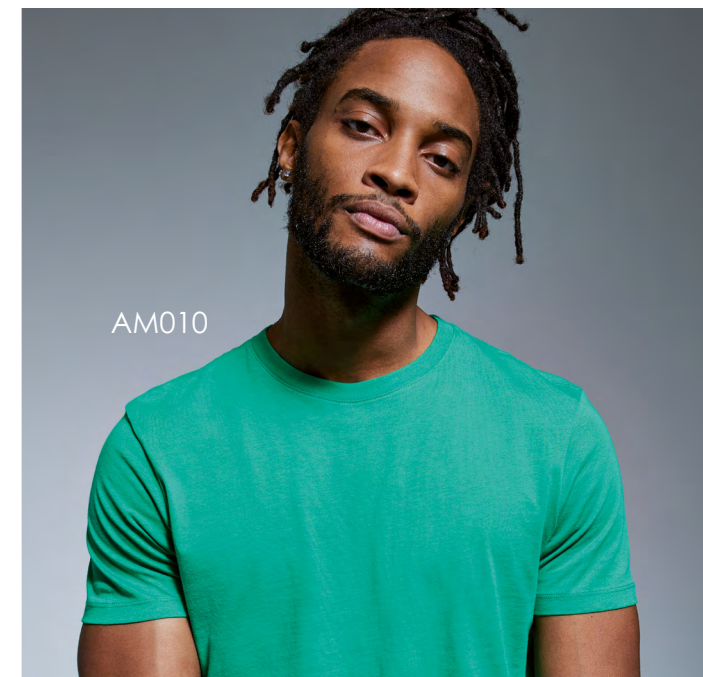
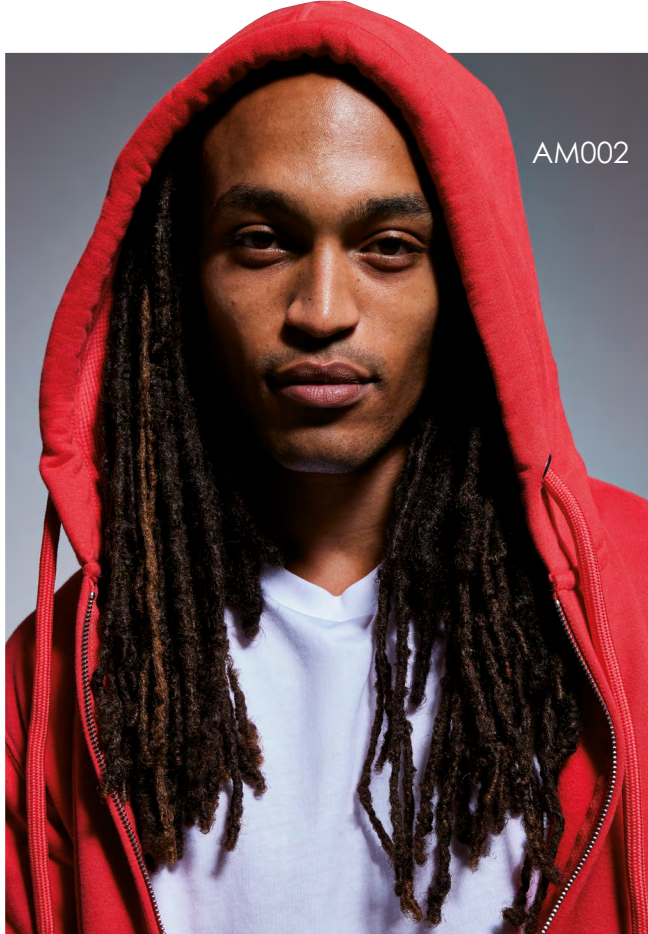
No harsh pesticides and chemicals, just naturally beautiful, absorbable and breathable cotton that makes a world of difference to how you feel wearing it.



Forget virgin materials. We recycle bottles that would otherwise have gone to waste to create a fabric that's big on tech performance with a smaller footprint.









# CREATE YOUR OWN WORK OF ART

From the initial concept to the final creation, every garment in the Anthem collection is designed to be decorated. Our soft-feel fabrics and rich colour palette provide the perfect canvas for print, embroidery and embellishment. So you can personalise your fashion favourites down to a hoodie, sweatshirt, joggers or t-shirt.

APPLIQUÉ



AM020  
WHITE

FLOCK  
HEAT  
PRESS



AM010  
RED

HANDSTITCH



AM003  
BLACK

SCREEN PRINT



AM002  
BLACK



AM001  
WHITE

TIE-DYE



AM010  
BLACK

DIGITAL PRINT



AM015  
BLACK



AM015  
BLACK



AM015  
WHITE







AM012

T-SHIRTS  
T-SHIRTS  
T-SHIRTS



## 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

SIZE XS - 3XL



Pantone references are for guidance only

# NEW

AM012





AM010

## 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

SIZE XS - 6XL



Pantone references are for guidance only



## 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

SIZE XS - 3XL



Pantone references are for guidance only





AM011

# 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.



NAVY  
PAN 533C



WHITE  
PAN WHITE



GREY MARL  
PAN COOL GREY 7C



CHARCOAL  
PAN 425C



BLACK  
PAN BLACK

**AM011** Anthem Long Sleeve T-shirt

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

**SIZE XS - 6XL**



Pantone references are for guidance only





AM015



AM010





AM001

AM020

AM001

# SWEATS & HOODIES

SWEATS & HOODIES  
SWEATS & HOODIES



AM006

AM006

## 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.



WHITE  
PAN WHITE



DESERT SAND  
PAN 480C



GREY MARL  
PAN COOL GREY 7C



INDIGO BLUE  
PAN 5404C



NAVY  
PAN 533C



BLACK  
PAN BLACK

### AM006 Anthem Unisex Hoodie

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

SIZE XS - 3XL





## HIS STORY

Seriously soft inside and out, the Men's Anthem Hoodie is the ultimate in cool comfort.  
Perfect worn plain, or the ideal canvas for decoration.



### 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

SIZE S - 3XL



AM001



AM003

## 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

SIZE XS - 2XL





# 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

**SIZE** S - 3XL

**Sedex**

**amfori**  
Trade with purpose

**VEGAN**

**CERTIFIED  
ORGANIC  
COTTON**

**RECYCLED  
POLYESTER**

**Oeko  
TEX®**  
STANDARD  
100  
22.HBD.28514  
HODENSTEIN HTTI

**GLOBAL ORGANIC TEXTILE STANDARD  
GOTS**  
Made with 80%  
Organic Materials  
Certified by Control Union  
License No  
CB-GOTS-CUC-03-1208711

**GLOBAL ORGANIC TEXTILE STANDARD  
GOTS**  
Made with 73%  
Organic Materials  
Certified by Control Union  
License No  
CB-GOTS-CUC-03-1208711

**RECYCLED BLEND  
claim standard**  
20% RCS certified  
recycled polyester.  
Certified by Control Union  
License No  
CB-CUC-1208711

**RECYCLED BLEND  
claim standard**  
21% RCS certified  
recycled polyester.  
Certified by Control Union  
License No  
CB-CUC-1208711

AM002





ANTHEM®



AM004

# 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

SIZE XS - 2XL



Pantone references are for guidance only



## 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.



WHITE  
PAN WHITE



GREY MARL  
PAN COOL GREY 7C



CHARCOAL  
PAN 425C



BLACK  
PAN BLACK



DESERT SAND  
PAN 480C



PINK  
PAN 699C



RED  
PAN 186C



BURGUNDY  
PAN 7644C



LIGHT BLUE  
PAN 644C



FOREST GREEN  
PAN 5605C



NAVY  
PAN 533C

### AM020 Anthem Sweat

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

SIZE XS - 3XL



AM020





AM030

## 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.



GREY MARL  
PAN COOL GREY 7C



NAVY  
PAN 533C



BLACK  
PAN BLACK

### AM030 Anthem Jogpants

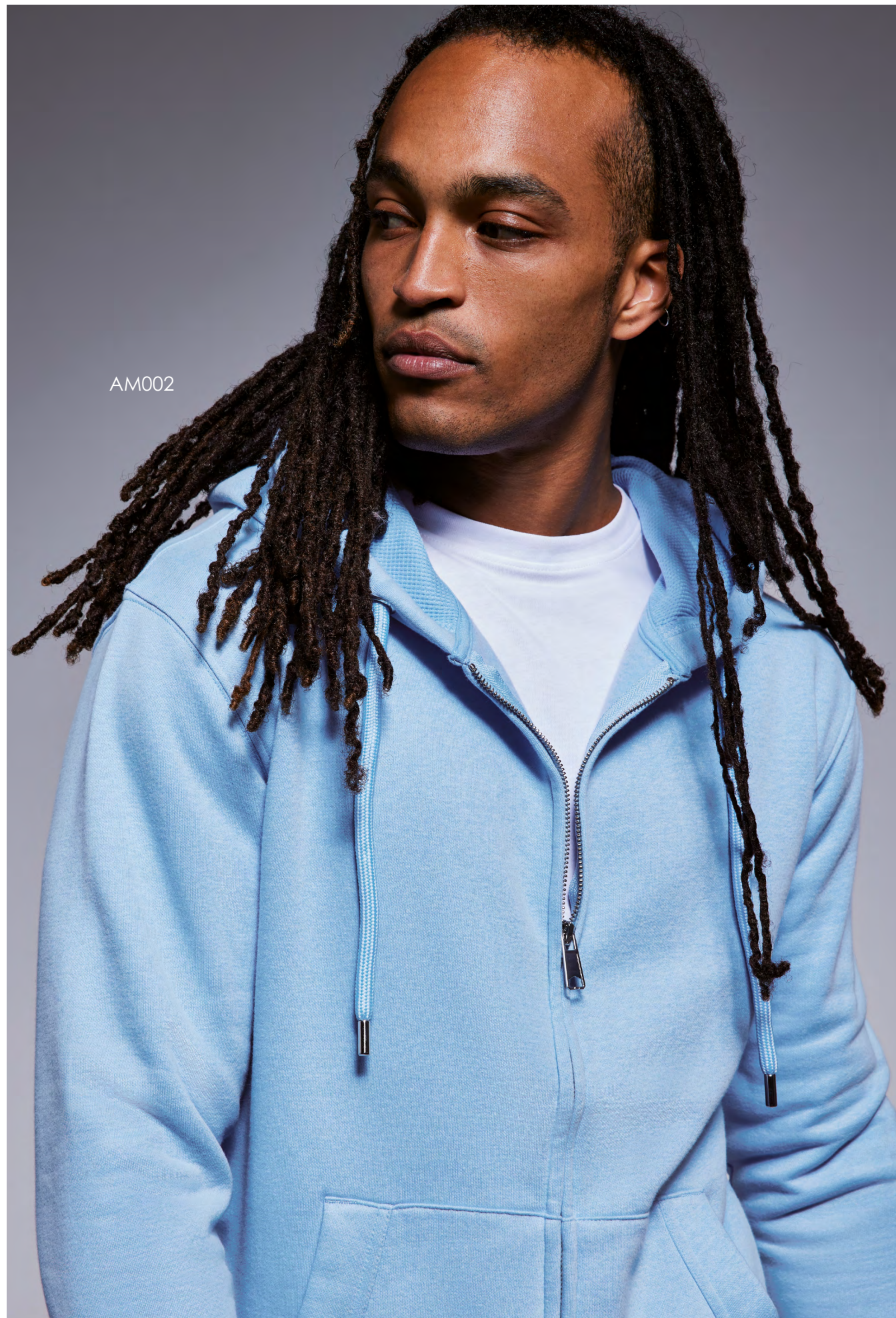
80% Organic Cotton, 20% Recycled Polyester.  
Grey Marl: 73% Organic Cotton, 21% Recycled Polyester, 6% Viscose.  
Weight: 320gsm

SIZE XS - 3XL



Pantone references are for guidance only





AM002



AM003



A CAST OF  
INCREDIBLE COLOURS

AM001  
Anthem Men's  
Hoodie



AM003  
Anthem Women's  
Hoodie



AM002  
Anthem Men's  
Zip Hoodie



AM004  
Anthem Women's  
Zip Hoodie



AM006  
Anthem  
Unisex Hoodie



AM020  
Anthem Sweat



AM010  
Anthem T-shirt



NEW  
AM012  
Anthem  
Midweight T-shirt



AM015  
Anthem  
Heavyweight T-shirt



AM011  
Anthem Long  
Sleeve T-shirt



AM030  
Anthem Jogpants





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 @AnthemclothingAM

AM006

AM006

