



GO-TO  *collection*

Our best-sellers, made better than ever.

THE GO-TO COLLECTION

Alternative presents 12 retail-proven styles
designed to grow your business day in, day out.
More colors. Lower Prices. Signature softness.
Introducing the Go-To Collection.

Retail-Proven

New Lower Prices

More Colors



ALTERNATIVE®

Soft. Simple. Sustainable.



1070C1
GO-TO TEE

cotton jersey

Soft, simple, vibrant

Solids: 100% Combed & Ring-Spun Cotton, 4 oz.

Heathers: 60% Combed & Ring-Spun Cotton, 40% Polyester

Alternative's 1070 Basic Crew is now the Go-To Tee for growing your business. Crafted from 30s 100% soft ring-spun cotton. Comes in 30 vibrant shades.

1070C1

Go-To Tee

XS - 3XL

Classic Fit/Unisex

Tear-away tag



							
Black	White	Light Grey	Asphalt	Light Blue	Royal (pictured)	Light Navy	Midnight Navy
							
Army	Military	Green	Pine	Teal	Berry Pink	Dark Purple	Deep Violet
							
Faded Pink	Bright Red	Apple Red	Currant	Pumpkin	Pale Yellow	Sunset Gold	
HEATHERS:							
							
Heather Royal	Heather Midnight Navy	Heather Red	Light Heather Grey	Heather Grey	Dark Heather Grey	Heather Black	



1091C1
GO-TO TANK

cotton jersey

Soft, simple, vibrant

Solids: 100% Combed & Ring-Spun Cotton, 4 oz.

Heathers: 60% Combed & Ring-Spun Cotton, 40% Polyester

With its shoulder-bearing cut, the Go-To Tank's a must-have. Features the softness of our 100% ring-spun cotton.

1091C1

Go-To Tank

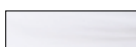
XS - 3XL

Classic Fit/Unisex

Tear-away tag



Black
(pictured)



White



Light Heather Grey



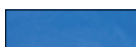
Heather Grey



Dark Heather Grey



Midnight Navy



Royal



Teal



Apple Red



Sunset Gold

1072C1
WOMEN'S GO-TO TEE



satin jersey

Sleek, smooth, perfect

*Solids: 100% Combed & Ring-Spun Cotton
3.7 oz.*

We updated our unisex style to fit the female form to a T. The Women's Go-To Tee is knit from 40s ring-spun cotton and made with our signature satin wash.

1072C1

Women's Go-To Tee

S - XL

Women's Classic Fit

Tear-away tag

Heathers: 60% Cotton, 40% Polyester



Black



White



Heather Grey
(pictured)



3094B2
SLINKY TANK

slinky jersey

Silky, lightweight, effortlessly feminine
50% Rayon, 50% Polyester, 3.1 oz.

Our Slinky Tank is a flirty take on the popular style. It's got a scoop neck and silky drape. All thanks to our lightweight jersey, made with finer yarn for a feminine feel.

3094B2

Slinky Tank

XS - XL

Women's Classic Fit



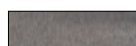
Black



White



Oatmeal Heather



Ash Heather
(pictured)



Stonewash Blue



Navy



Army Green



Lilac Mist



Dark Purple



Rose Bloom

3095B2
SLINKY MUSCLE TANK



slinky jersey

Silky, lightweight, effortlessly feminine
50% Rayon, 50% Polyester, 3.1 oz.

The soft drape of lightweight jersey.
The sportiness of an athletic top.
Our Slinky Muscle Tank is a solid mix
of both. Plus, its low armholes give
it a laid-back look.

3095B2

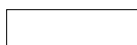
Slinky Muscle Tank

XS - XL

Women's Classic Fit



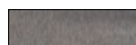
Black



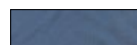
White



Oatmeal Heather
(pictured)



Ash Heather



Stonewash Blue



Navy



Army Green



Lilac Mist



Dark Purple



Rose Bloom



2894B2
SLINKY V-NECK TEE

slinky jersey

Silky, lightweight, effortlessly feminine
50% Rayon, 50% Polyester, 3.1 oz.

With its plunging neckline, our Slinky V-Neck is not your typical tee. This top features the silky drape and dreamy softness of our premium lightweight jersey.

2894B2

Slinky V-Neck



XS - XL

Women's Classic Fit



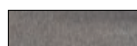
Black



White
(pictured)



Oatmeal Heather



Ash Heather



Stonewash Blue



Navy



Army Green



Lilac Mist



Dark Purple



Rose Bloom

2620B2
KIMBER TEE



slinky jersey

Silky, lightweight, effortlessly feminine
50% Rayon, 50% Polyester, 3.1 oz.

For vintage-inspired style, look no further than the Kimber Tee. This top gets its slightly sheer finish from our 50/50 blend, which we loosely knit into a fine jersey.

2620B2

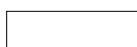
Kimber Tee

XS - XL

Women's Classic Fit



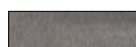
Black



White



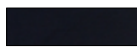
Oatmeal Heather



Ash Heather
(pictured)



Stonewash Blue



Navy



Army Green



Lilac Mist



Dark Purple



Rose Bloom

5053BP
KEEPER TANK



vintage jersey

Comfortable, airy, vintage-feel
50% Combed & Ring-Spun Cotton,
50% Polyester, 4.9 oz.

With its athletic cut and contrast piping, our Keeper Tank is heavy on retro details. Made from loose-knit Vintage Jersey for a worn-in feel that only gets better with time.

5053BP

Keeper Tank

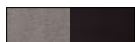
S - 2XL

Classic Fit/Unisex

Tear-away tag



Smoke Grey/
Vintage Coal



Vintage Coal/Black



Vintage Navy/Navy
(pictured)



Vintage Royal/
Red



Navy/White



White/Vintage
Royal



Red/Navy



vintage jersey

Comfortable, airy, vintage-feel
50% Combed & Ring-Spun Cotton,
50% Polyester, 4.9 oz.

A fan favorite, this is the same breathable Keeper Tee they fell in love with. Crafted from our ultra-soft 50/50 vintage jersey blend with blind stitching and bound neckband. This one is a keeper.

5050BP

Keeper Tee

XS - 3XL

Classic Fit/Unisex

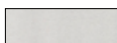
Tear-away tag



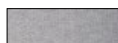
Black



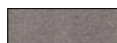
White



Silver



Smoke Grey



Vintage Coal



Blue Sky



Vintage Navy



Vintage Royal



Navy



Vintage Pine
(pictured)



Green



Vintage Stone



Vintage Iris



Deep Violet



Red



Maize



Southern Orange



5052BP
KEEPSAKE TEE

vintage jersey

Comfortable, airy, vintage-feel
50% Combed & Ring-Spun Cotton,
50% Polyester, 4.9 oz.

Soft, breathable, and effortlessly cool, the Keepsake Tee is here to stay. Made from buttery Vintage Jersey, it's so soft, they'll forget they've got it on.

5052BP

Keepsake Tee

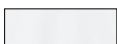
XS - 2XL

Women's Classic Fit

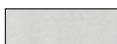
Tear-away tag



Black



White



Silver



Smoke Grey



Vintage Coal



Blue Sky



Vintage Navy



Vintage Royal



Navy



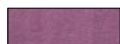
Vintage Pine



Vintage Stone



Vintage Faded Pink



Vintage Iris



Red



Vintage Pink



Maize
(pictured)



Southern Orange



5054BP
BACKSTAGE TANK

vintage jersey

Comfortable, airy, vintage-feel
50% Combed & Ring-Spun Cotton,
50% Polyester, 4.9 oz.

Our Backstage Tank's 50/50 blend gives it the worn-in feel of a vintage tee. Details include a high-low hem and scoop neck that work for every day. Rock on.

5054BP

Backstage Tank

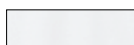
XS - 2XL

Women's Classic Fit

Tear-away tag



Black



White



Vintage Coal



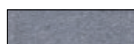
Smoke Grey



Silver



Blue Sky



Vintage Navy



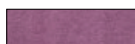
Vintage Royal



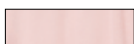
Navy



Vintage Pine



Vintage Iris
(pictured)



Vintage Faded Pink



Vintage Pink



Maize



Southern Orange

5127BP
KEEPER BASEBALL TEE



vintage jersey

Comfortable, airy, vintage-feel
50% Combed & Ring-Spun Cotton,
50% Polyester, 4.9 oz.

Just like the original, the Keeper Baseball Tee is made from our vintage-soft 50/50 blend. Contrast raglan sleeves and a bound neckband add to the retro feel.

5127BP

Keeper Baseball Tee

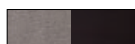
XS - 2XL

Classic Fit/Unisex

Tear-away tag



White/Black



Vintage Coal/Black



White/Vintage Royal
(pictured)



White/Navy



White/Green



White/Deep Violet



White/Red



White/Maize



White/Southern
Orange



GO-TO
collection