

ANTHEM[®]



ANTHEM[®]

AN ADVENTURE IN STYLE

Urban
Cool
Sporty
Chic

Whatever your fashion attitude, Anthem has the apparel to match. Our latest collection is an adventure in style. From lightweight hoodies with a skinny twist, to seriously soft sweatshirts, joggers and tees you'll love to layer up for a million different looks.

With a cast of incredible new colours, and the option to embroider, embellish or print, self-expression has never been easier. So adventurous fashion-lovers have the freedom to create stylish works of art for their 2023 wardrobe.

Let the adventure begin.

anthemclothing.com

{ AVA-APPROVED } **amfori** BSI **Sedex**[®]
VEGAN Trade with purpose





AM030

AM015

FASHION WITH ATTITUDE

Here's what gives the Anthem brand real stand out

FIT THAT FLATTERS

We use meticulous fitting methods to ensure all our garments flatter every body shape and size, whether you are XS or 6XL.

DESIGNED TO LAST

Our garments are made with love and care from quality, sustainable materials and in factories that uphold the highest standards. So, you can be sure they'll look great wash after wash.

ORGANIC COTTON

With natural pest control methods and no harsh processes, our beautiful organic cotton is gentle on your skin – and kind to the planet.

INCREDIBLY SOFT

Our ringspun combed cotton has an exceptionally soft feel that elevates even a plain T-shirt or hoodie to a luxurious wardrobe favourite.

PRINT PERFECTION

Every garment is a blank canvas. By using only the finest possible yarn counts, they offer the perfect surface for printing and embroidery or embellishment with your own unique designs.



ANTHEM[®]

OUR BRAND ETHICS

FUTURE-PROOF FASHION

We're forward-thinking and pride ourselves on sustainable, responsible fashion. When it comes to reducing emissions, water, energy and waste, our standards and targets are ambitiously high. So you can wear our clothes with pride.

STYLE 365

We believe throwaway clothes are a fashion faux pas. So we elevate wardrobe basics into year-round style statements that work whatever the season.

CERTIFIED ECO-FRIENDLY

Anyone can claim they're eco-friendly. We can prove it. From the OEKO-TEX[®] STANDARD 100 certification, to the recycled polyester we use. We source everything as ethically as possible.

PLASTIC'S NOT FANTASTIC

There's nothing worse than wasting precious resources. It's the reason we don't pack garments individually or use unnecessary extras like swing tags. We take care to use packaging that's easy to recycle, like our plastic-free cardboard cartons that protect your garments – and the planet.

AM001





AM004

AM002

ANTHEM[®]

WE'RE COMMITTED TO
**ORGANIC COTTON +
RECYCLED POLYESTER +
VIRTUOUS VISCOSE**



No harsh pesticides and chemicals, just naturally beautiful, absorbent and breathable cotton that's kind to the planet.



**RECYCLED
POLYESTER**

No virgin materials. Waste products such as recycled bottles that would otherwise have gone to waste. Closing the loop with big tech performance and a tiny eco footprint.



**VIRTUOUS
VISCOSE**

A breathable, biodegradable fibre with a lustrous finish that drapes beautifully and feels as soft as silk.

AM003



AM010



Garments are supplied blank

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.



AM001

APPLIQUÉ



AM020
WHITE

FLOCK
HEAT
DRESS



AM010
RED

HANDSTICH



AM003
BLACK

TIE-DYE



AM001
WHITE

SCREEN PRINT



AM002
BLACK

DIGITAL PRINT



AM015
BLACK



AM010
BLACK



AM015
WHITE



AM011
BLACK



AM015
BLACK

SWEATSHIRTS

THEIR STORY

Lighten up with the Anthem Unisex Hoodie. Re-designed for 2023, it 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 2166C



NAVY
PAN 533C

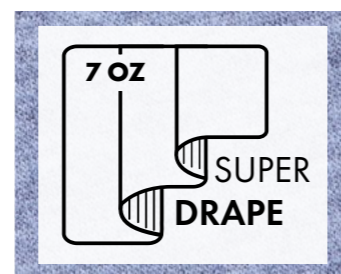


BLACK
PAN BLACK

**NEW
SEASON
HOODIE**



SELF COLOURED TOGGLE



7 OZ
SUPER
DRAPE

AM006 Anthem Unisex Hoodie

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

SIZE XS - 3XL



AM006



AM001

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 Men's Anthem 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



Pantone references are for guidance only

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 Women's Anthem 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

AM003



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 Men's Anthem Full Zip Hoodie

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

SIZE S - 3XL



Pantone references are for guidance only



AM002

HARDWEARING HEROES

What's on your wish list? Eco fashion? Luxurious fabrics? Perfect for print? 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 Women's Anthem Full Zip Hoodie

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

SIZE XS - 2XL



AM004

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

SIZE XS - 3XL



Pantone references are for guidance only

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 Jog pants

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

AM010



AM010





AM010

T-SHIRTS

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



AM015





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 in 100% organic cotton. 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.
Weight: 145gsm

SIZE XS - 6XL



Pantone references are for guidance only

THE COLOUR COLLECTIVE

MARL SHADES

Four must-have shades in Marl, an iconic twist on 60% organic cotton and 40% recycled polyester with a super-drape finish in 145gsm. Special attention has been paid to the chain stitch detailing on shoulders and nape and the twin-needle stitching to the hem and cuffs. Perfectly finished with a self-coloured size label.



NAVY MARL
PAN 4139C



GREY MARL
PAN COOL GREY 7C



DARK GREY MARL
PAN 425C



BLACK MARL
PAN 426C

AM010 Anthem T-shirt

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

SIZE XS - 6XL



AM010

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 Men's Long Sleeve Anthem T-shirt

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

SIZE XS - 6XL



Pantone references are for guidance only

A CAST OF INCREDIBLE COLOURS

Our colours are carefully selected to create the perfect foundation for every garment. With the right balance of vibrant colours and neutral shades, they can be combined in any number of ways to add strong contrasts or subtle harmonies. Perfect for layering up to create a really personal look. With the option to add decoration and adornments, you can use them as a bold canvas for your own form of self-expression.

AM001
Men's Anthem
Hoodie



AM020
Anthem Sweat



AM003
Women's Anthem
Hoodie



AM010
Anthem T-shirt



AM002
Men's Anthem
Full Zip Hoodie



AM015
Anthem
Heavyweight T-shirt



AM004
Women's Anthem
Full Zip Hoodie



AM011
Men's Long Sleeve
Anthem T-shirt



AM006
Anthem
Unisex Hoodie



AM030
Anthem Jog pants



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AM001

AM003

