
STEDMAN®

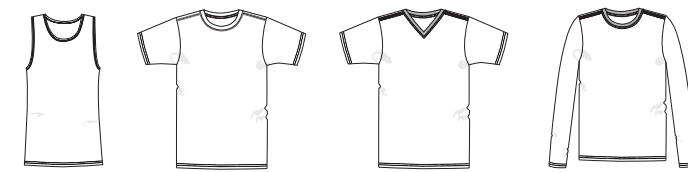
Collection 2025



KEY STYLE GUIDE

CLASSIC & COMFORT

CLASSIC T-SHIRTS



COMFORT T-SHIRTS



CLASSIC POLO SHIRTS



CLASSIC SWEATSHIRTS

NEW



CLASSIC MICRO FLEECE



LUX & STRETCH

LUX T-SHIRTS



STRETCH T-SHIRTS



LUX POLO SHIRTS



STRETCH POLO SHIRTS

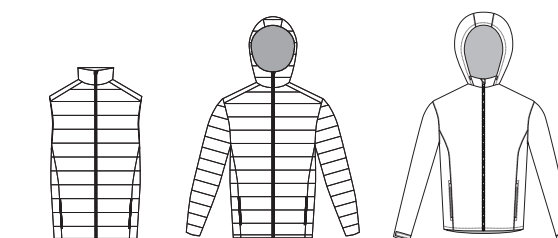


LUX KNIT FLEECE

NEW



LUX JACKETS



KEY STYLE GUIDE

SPORTS

INTERLOCK

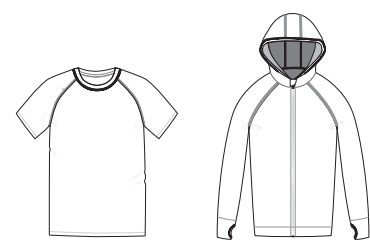


MESH



SEAMLESS

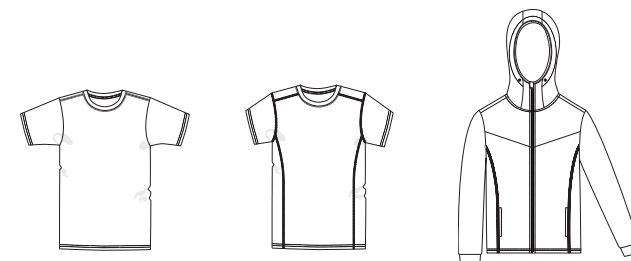
NEW



COTTON TOUCH



RECYCLED





CLASSIC LINE

Basics, but better !

Discover the exceptional quality of our Classic line. From our best-selling Classic T-shirts made from 100% ring-spun cotton for the entire family, to our durable polos in a wide range of colours and cozy fleece styles with superior heat insulation, every piece is crafted to meet the highest standards of comfort and durability. Our new unisex Classic Sweatshirts and Hoodies feature ultra-soft fabrics that retain their shape and colour wear after wear.

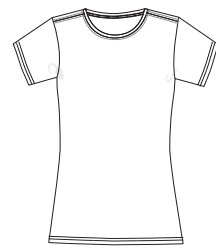
Experience Stedman's dedication to quality firsthand – classic essentials designed to exceed expectations.

FAMILY STYLES



ST2000 ♂♀
Classic-T
Regular
XXS - 5XL
155 g/m²
100% ring-spun cotton; single jersey

ST2000: XXS - 3XL · ST2600: XS - XXL				ST2000: XXS - 5XL · ST2600: XS - 3XL			
Real Grey	Soft Grey	Dark Chocolate		White	Ash	Grey Heather	Slate Grey
Denim Blue	Ocean Blue	Light Blue		Navy Blue	Marina Blue	Blue Midnight	Black Opal
Burgundy Red	Deep Berry	Brilliant Orange		Bright Royal	Bordeaux	Scarlet Red	Sweet Pink
Hunters Green	Bright Lime	Yellow		Natural	Sunflower Yellow	NEW Gold	Orange
				Kiwi Green	Kelly Green	NEW Military Green	Bottle Green



ST2600 ♀
Classic-T
Regular
XS - 3XL
155 g/m²
100% ring-spun cotton; single jersey



ST2200 ☆
Classic-T
Regular
3XS - XL
155 g/m²
100% ring-spun cotton; single jersey

3XS - XL							
White	Grey Heather	Slate Grey	Black Opal	Natural	Yellow	Sunflower Yellow	
NEW Gold	Orange	Sweet Pink	Scarlet Red	Bordeaux	Deep Berry	Light Blue	
Ocean Blue	Bright Royal	Navy Blue	Blue Midnight	Kiwi Green	Kelly Green	Bottle Green	



ST2010 ♂
Classic-T Fitted
Fitted
S - XXL
155 g/m²
100% ring-spun cotton; single jersey

S - XXL					
White	Grey Heather	NEW Slate Grey	Black Opal	Scarlet Red	Deep Berry
Ocean Blue	Bright Royal	Navy Blue	NEW Blue Midnight	Kiwi Green	



ST2300 ♂
Classic-T V-neck
Regular
S - 3XL
155 g/m²
100% ring-spun cotton; single jersey

S - XXL			S - 3XL			
Bottle Green	Deep Berry	Kiwi Green	White	Grey Heather	NEW Slate Grey	Black Opal
Ocean Blue	Orange	Yellow	Bright Royal	Navy Blue	Blue Midnight	NEW Kelly Green
					Scarlet Red	Sunflower Yellow



ST2700 ♀
Classic-T V-neck
Regular
XS - XXL **NEW SIZE XS**
155 g/m²
100% ring-spun cotton; single jersey

S - XL			XS - XXL			
Bottle Green	Deep Berry	Kiwi Green	White	Grey Heather	NEW Slate Grey	Black Opal
Ocean Blue	Orange	Sweet Pink	Bright Royal	Navy Blue	Blue Midnight	NEW Kelly Green
Yellow					Scarlet Red	Sunflower Yellow



ST2020 ♂♀
Classic-T Organic
Regular
XXS - 5XL
145 g/m²
100% certified organic ring-spun cotton; single jersey

XXS - 5XL			
White	Grey Heather	Real Grey	Black Opal
Bright Royal	Navy Blue	Scarlet Red	Kiwi Green



ST2800 ♂
Classic Tank Top
Regular
S - 3XL **NEW SIZE 3XL**
155 g/m²
100% ring-spun cotton; single jersey

S - 3XL	
White	Black Opal



ST2620 ♀
Classic-T Organic
Regular
XS - XL
145 g/m²
100% certified organic ring-spun cotton; single jersey

XS - XL			
White	Grey Heather	% Real Grey	Black Opal
Bright Royal	Navy Blue	Scarlet Red	% Kiwi Green



ST2900 ♀
Classic Tank Top
Regular
XS - XXL **NEW SIZES XS & XXL**
155 g/m²
100% ring-spun cotton; single jersey

XS - XXL	
White	Black Opal



ST2220 ☆
Classic-T Organic
Regular
XS - XL
145 g/m²
100% certified organic ring-spun cotton; single jersey

XS - XL			
White	Grey Heather	Real Grey	Black Opal
Bright Royal	Navy Blue	Scarlet Red	Kiwi Green



ST2500 ♂
Classic Long Sleeve
Regular
S - 3XL
155 g/m²
100% ring-spun cotton; single jersey

S - 3XL		S - XXL	
White	Grey Heather	NEW Slate Grey	Scarlet Red
Black Opal	Navy Blue	Bright Royal	Blue Midnight

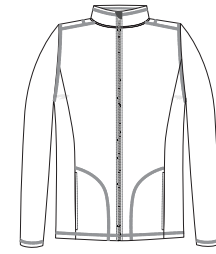


% = 50% DISCOUNT

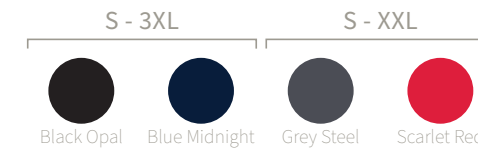
FAMILY STYLES



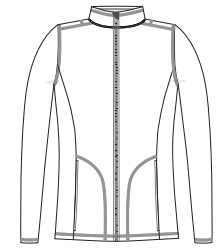
ST3000 ♂♀
Classic Polo
Regular
S - 5XL
170 g/m²
100% ring-spun cotton;
honeycomb piqué



ST5030 ♂
Classic Fleece Jacket
Regular
S - 3XL
220 g/m²
100% polyester multifilament;
micro fleece with anti-pilling treatment



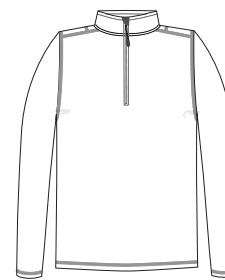
ST3100 ♀
Classic Polo
Regular
XS - XXL
170 g/m²
100% ring-spun cotton;
honeycomb piqué



ST5100 ♀
Classic Fleece Jacket
Regular
XS - XXL
220 g/m²
100% polyester multifilament;
micro fleece with anti-pilling treatment



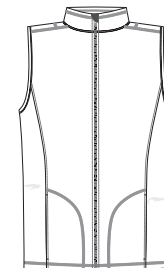
ST3200 ♂
Classic Polo
Regular
S - 5XL
170 g/m²
100% ring-spun cotton;
honeycomb piqué



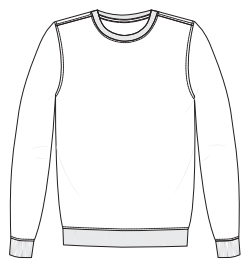
ST5020 ♂
Classic Fleece Half-Zip
Regular
S - XXL
170 g/m²
100% polyester multifilament;
micro fleece with anti-pilling treatment



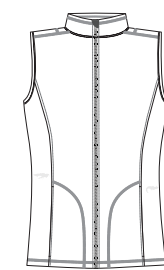
ST3400 ♂
Classic Polo Long Sleeve
Regular
S - XXL
170 g/m²
100% ring-spun cotton;
honeycomb piqué



ST5010 ♂
Classic Fleece Vest
Regular
S - XXL
220 g/m²
100% polyester multifilament;
micro fleece with anti-pilling treatment



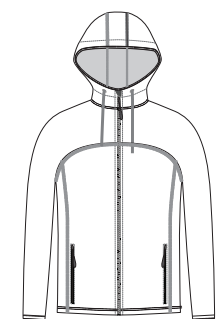
ST4300 ♂♀
Classic Sweatshirt NEW
Regular
XS - 5XL
280 g/m²
80% cotton, 20% polyester; ring-spun, multifilament;
3-thread-fleece



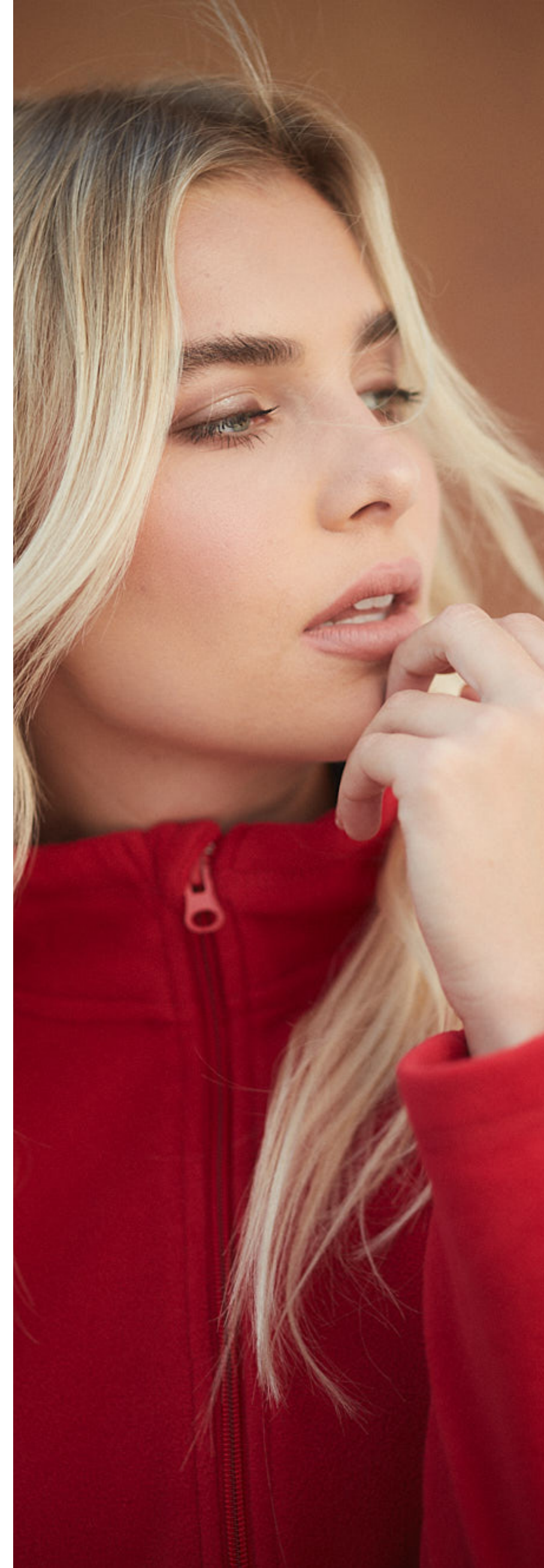
ST5110 ♀
Classic Fleece Vest
Regular
S - XL
220 g/m²
100% polyester multifilament;
micro fleece with anti-pilling treatment



ST4400 ♂♀
Classic Sweat Hoodie NEW
Regular
XS - 5XL
280 g/m²
80% cotton, 20% polyester; ring-spun, multifilament;
3-thread-fleece



ST5040 ♂
Power Fleece Jacket
Regular
S - XXL
280 g/m²
100% polyester multifilament;
micro fleece with anti-pilling treatment





COMFORT LINE

Basics, but heavier !

Experience the sturdy comfort of Stedman's Comfort line, designed as the ideal heavyweight counterpart to our Classic-T. Crafted from durable ring-spun cotton with up to 185g, these T-shirts offer a popular, substantial feel and long-lasting comfort. Now available in fresh colours like Natural and Bordeaux for the men's crew neck, the Comfort-T brings a refined, effortless style to everyday wear.

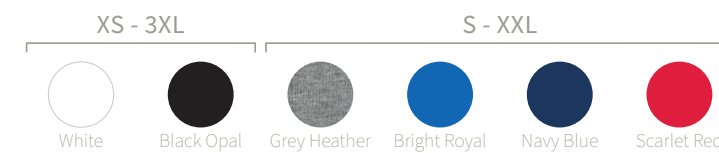
Choose the Comfort line for quality you can feel – perfect for those who prefer a heavier shirt.



ST2100 ♂
Comfort-T
Regular
S - 5XL
185 g/m²
100% ring-spun cotton; single jersey



ST2160 ♀
Comfort-T
Regular
XS - 3XL **NEW SIZES XS & 3XL**
185 g/m²
100% ring-spun cotton; single jersey



ST2810 ♂
Comfort Tank Top
Regular
S - 3XL **NEW SIZE 3XL**
160 g/m²
100% ring-spun cotton; single jersey



ST2130 ♂
Comfort Long Sleeve
Regular
S - 3XL
185 g/m²
100% ring-spun cotton; single jersey





LUX LINE

Your quality upgrade!

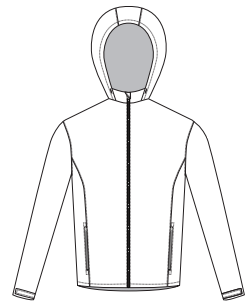
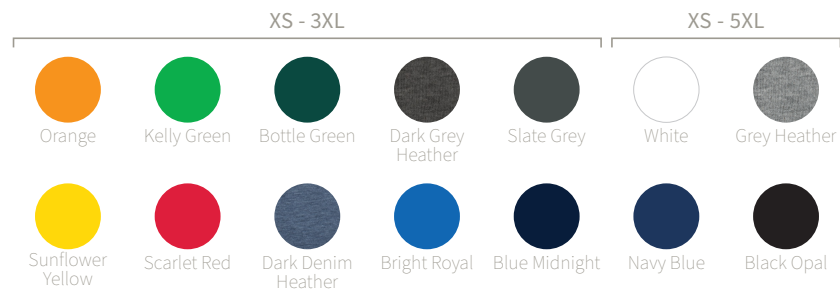
Meet Stedman's Lux line – premium essentials designed for ultimate comfort and style. Our Lux T-shirts and polo shirts, crafted from 100% ring-spun combed cotton, deliver exceptional softness and durability. With a premium weight of 180g and a selection of modern colours, these pieces are ideal for various printing techniques. Complementing them, our new Lux Hooded Knit Fleece Jackets, as well as our softshell and padded styles offer quality outerwear for every season.

Experience our Lux line – where comfort, functionality, and quality come together in every detail.

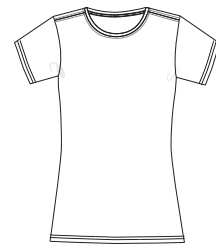
NEW STYLES



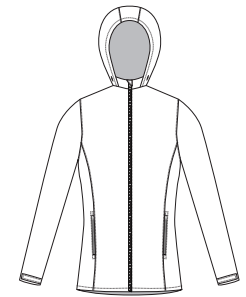
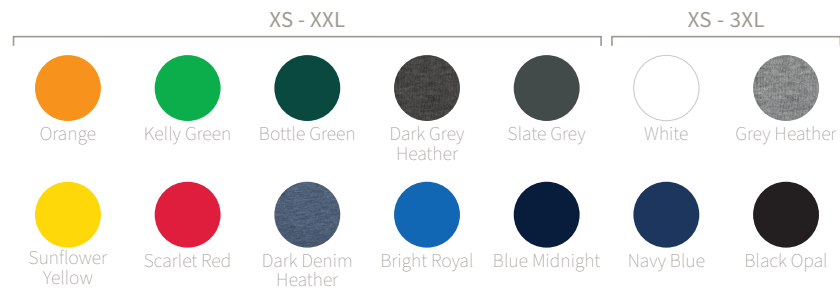
ST7000 ♂♀
Lux-T
Regular
XS - 5XL
180 g/m²
100% ring-spun combed cotton;
single jersey



ST5440 ♂
Lux Softshell Jacket
Regular
S - 5XL
250 g/m²
100% polyester multifilament;
3-layer-softshell



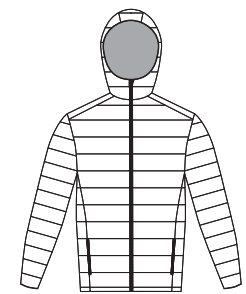
ST7600 ♀
Lux-T
Regular
XS - 3XL
160 g/m²
100% ring-spun combed cotton;
single jersey



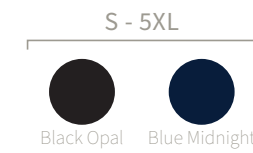
ST5540 ♀
Lux Softshell Jacket
Regular
S - 5XL
250 g/m²
100% polyester multifilament;
3-layer-softshell



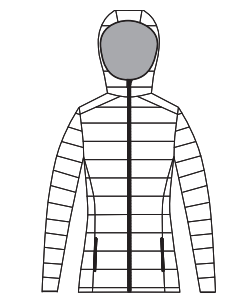
ST9060 ♂
Lux Polo
Regular
S - 5XL
180 g/m²
100% ring-spun combed cotton;
single piqué



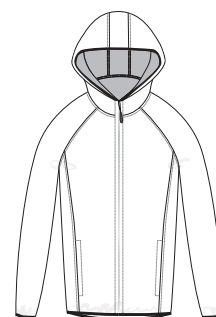
ST5420 ♂
Lux Padded Jacket
Regular
S - 5XL
shell and lining: 100% nylon;
filling: 100% polyester down alternative



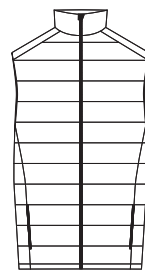
ST9160 ♀
Lux Polo
Regular
XS - 3XL
180 g/m²
100% ring-spun combed cotton;
single piqué



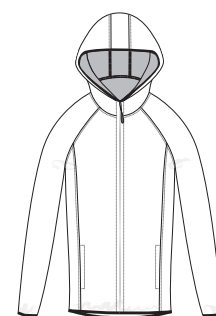
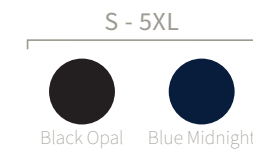
ST5520 ♀
Lux Padded Jacket
Regular
S - 3XL
shell and lining: 100% nylon;
filling: 100% polyester down alternative



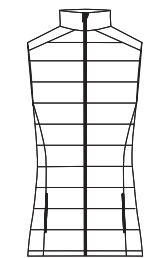
ST5460 ♂
Lux Hooded Knit Fleece Jacket
Regular
S - 3XL
280 g/m²
100% polyester multifilament; knit fleece



ST5430 ♂
Lux Padded Vest
Regular
S - 5XL
shell and lining: 100% nylon;
filling: 100% polyester down alternative



ST5560 ♀
Lux Hooded Knit Fleece Jacket
Regular
XS - XXL
280 g/m²
100% polyester multifilament; knit fleece



ST5530 ♀
Lux Padded Vest
Regular
S - 3XL
shell and lining: 100% nylon;
filling: 100% polyester down alternative



FORMERLY KNOWN AS
CLIVE & CLAIRE



STRETCH LINE

The ultimate choice!

Introducing Stedman's Stretch line – designed for those who appreciate maximum comfort with a fitted look. Our Stretch T-shirts are crafted from a soft, durable blend of high-quality combed cotton and elastane. Thanks to full-feeder technology, the fabric offers a smooth, uniform stretch and premium feel at 170g. Our Stretch polo shirts bring the same comfortable stretch in high-quality 210g single piqué fabric. Available in a variety of colours, these styles provide a polished fit that moves with you.

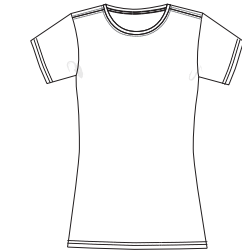
The Stretch line – versatile essentials designed for style, flexibility and easy customization.



ST9600 ♂
Stretch-T
Fitted
S - 3XL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



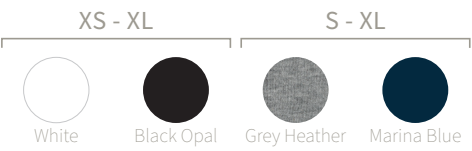
ST9620 ♂
Stretch-T Long Sleeve
Fitted
S - XXL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



ST9700 ♀
Stretch-T
Fitted
XS - XXL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



ST9720 ♀
Stretch-T Long Sleeve
Fitted
XS - XL **NEW SIZE XS**
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



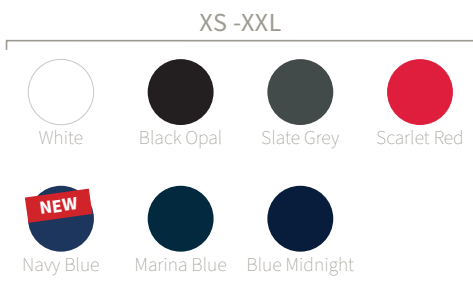
ST9610 ♂
Stretch-T V-neck
Fitted
S - 3XL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



ST9640 ♂
Stretch Polo
Fitted
S - 3XL
210 g/m²
95% ring-spun combed cotton,
5% elastane; single piqué



ST9710 ♀
Stretch-T V-neck
Fitted
XS - XXL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



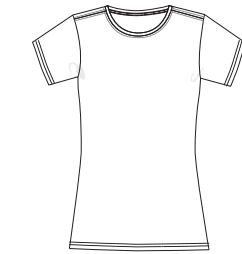
ST9740 ♀
Stretch Polo
Fitted
XS - XXL
210 g/m²
95% ring-spun combed cotton,
5% elastane; single piqué



ST9630 ♂
Stretch-T Relaxed
Regular
XS - XXL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



ST9691 ♂
Stretch Boxers
Fitted
S - XXL
195 g/m²
92% ring-spun combed cotton, 8% elastane
monofilament; single jersey "full feeder"



ST9730 ♀
Stretch-T Relaxed
Regular
XS - XL
170 g/m²
95% ring-spun combed cotton, 5% elastane
monofilament; single jersey "full feeder"



FORMERLY KNOWN AS
CLIVE & CLAIRE



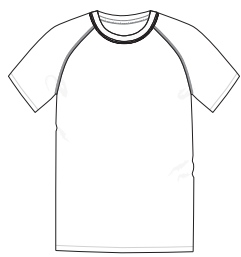
SPORTS

Activewear for everyone

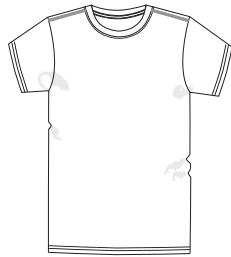
Explore our sports range – crafted for comfort, performance, and style. Our new Seamless Sports-T and Jacket offer stretchy, breathable designs with seamless construction for ultimate flexibility. For durability, the Interlock sports styles feature thicker, quick-drying fabric ideal for printing, while the Mesh line provides even higher breathability and freedom of movement and the Cotton Touch T-shirts deliver a cotton-like feel, perfect for sublimation. Complete the range with eco-friendly recycled T-shirts, combining performance with environmental consciousness.

Stedman sports – essentials for every workout.

NEW STYLES



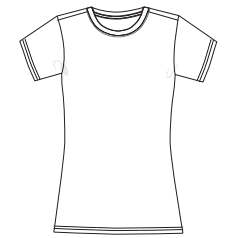
ST8860 ♂
Seamless Sports-T NEW
Fitted
S - XXL
180 g/m²
100% nylon multifilament; single jersey



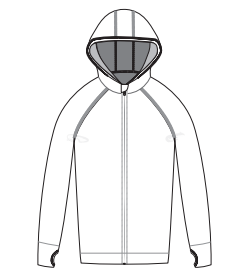
ST8000 ♂
Sports-T
Fitted
S - 5XL NEW SIZES 4-5XL
140 g/m²
100% ACTIVE-DRY® polyester; interlock



ST8960 ♀
Seamless Sports-T NEW
Fitted
XS - XL
180 g/m²
100% nylon multifilament; single jersey



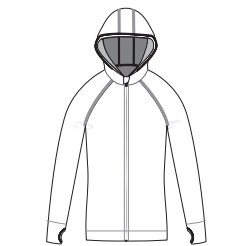
ST8100 ♀
Sports-T
Fitted
XS - 3XL NEW SIZE 3XL
140 g/m²
100% ACTIVE-DRY® polyester; interlock



ST8870 ♂
Seamless Sports Jacket NEW
Fitted
S - XXL
180 g/m²
100% nylon multifilament; single jersey



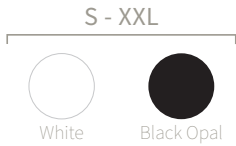
ST8170 ♂
Sports-T
Regular
XS - XL NEW SIZE XS
140 g/m²
100% ACTIVE-DRY® polyester; interlock



ST8970 ♀
Seamless Sports Jacket NEW
Fitted
XS - XL
180 g/m²
100% nylon multifilament; single jersey



ST8010 ♂
Sports Top
Fitted
S - XXL
140 g/m²
100% ACTIVE-DRY® polyester; interlock

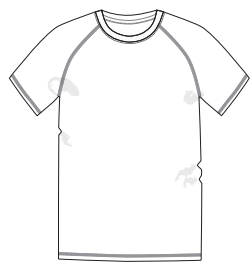


ST8110 ♀
Sports Top
Fitted
XS - XL
140 g/m²
100% ACTIVE-DRY® polyester; interlock



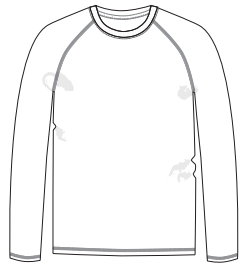
FAMILY STYLES





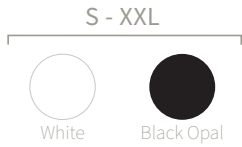
ST8410 ♂
Mesh Raglan

Regular
S - 3XL **NEW SIZE 3XL**
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



ST8420 ♂
Mesh Long Sleeve

Regular
S - XXL
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



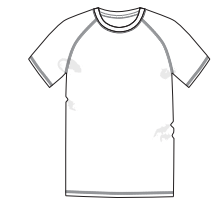
ST8500 ♀
Mesh Raglan

Regular
XS - XXL **NEW SIZES XS & XXL**
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



ST8450 ♂
Mesh Polo

Regular
S - XXL
140 g/m²
100% ring-spun ACTIVE-DRY® polyester "cotton touch";
single jersey



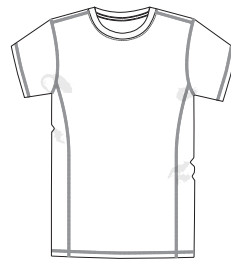
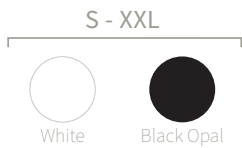
ST8570 ☆
Mesh Raglan

Regular
XS - XL **NEW SIZE XS**
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



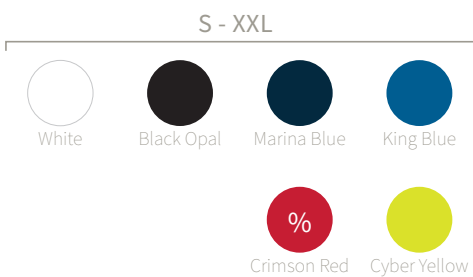
ST8600 ♂
Cotton Touch

Regular
S - XXL
160 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



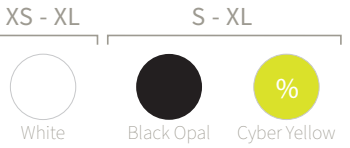
ST8400 ♂
Mesh-T

Regular
S - XXL
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



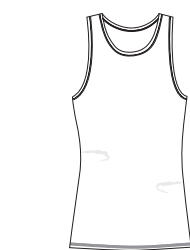
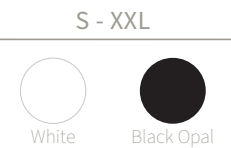
ST8700 ♂
Cotton Touch

Regular
XS - XL **NEW SIZE XS**
160 g/m²
100% ring-spun ACTIVE-DRY® polyester "cotton touch";
single jersey



ST8440 ♂
Mesh Sleeveless

Regular
S - XXL
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh



ST8540 ♀
Mesh Tank Top

Regular
S - XL
140 g/m²
100% ACTIVE-DRY® polyester multifilament;
bird-eyelet mesh

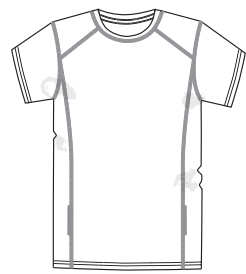




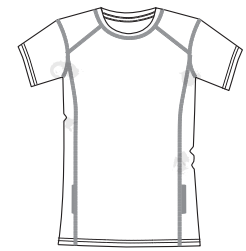
ST8830 ♂
Recycled Sports-T Move
Fitted
S - XXL
125 g/m²
100% ACTIVE-DRY® polyester multifilament (50% recycled);
single jersey



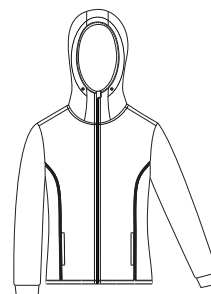
ST8930 ♀
Recycled Sports-T Move
Fitted
S - XL
125 g/m²
100% ACTIVE-DRY® polyester multifilament (50% recycled);
single jersey



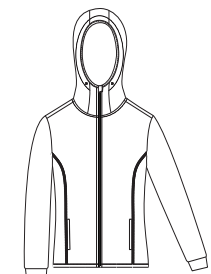
ST8830 ♂
Recycled Sports-T Reflect
Fitted
S - XXL
190 g/m²
90% ACTIVE-DRY® polyester multifilament (50% recycled)
10% elastane multifilament; single jersey



ST8930 ♀
Recycled Sports-T Reflect
Fitted
S - XL
190 g/m²
90% ACTIVE-DRY® polyester multifilament (50% recycled)
10% elastane multifilament; single jersey



ST5840 ♂
Recycled Scuba Jacket
Regular
S - XXL
300 g/m²
94% polyester multifilament (25% recycled), 6% elastane multifilament;
interlock scuba



ST5940 ♀
Recycled Scuba Jacket
Regular
XS - XL
300 g/m²
94% polyester multifilament (25% recycled), 6% elastane multifilament;
interlock scuba



05 |

Summary

All the figures at a glance



SKU Summary	SKU
SKU Count 2024	3.501
New Styles January 2025	242
New Colours January 2025	449
New Sizes January 2025	68
Deletions 2025	- 429
Last Chance	- 190
SKU Count 2025	3.641
SKU Development 2024-2025	+140



SEE YOU IN 2025!