

2026  
**SPRING  
& SUMMER**  
*SELLING PLAYBOOK*



*Playbook to Sell*

# APPAREL THAT DEFINES THE SEASON

This Spring & Summer 2026 Playbook helps you sell smarter through the year's most energetic and opportunity-rich season. Explore curated collections built around the trends driving today's apparel market: colour, comfort, sustainability, and versatility.

Discover how to connect brand identity with the season's spirit through thoughtful product pairings, storytelling, and style inspiration designed to capture attention and drive engagement across every segment.

Whether outfitting a corporate retreat, launching a rebrand, or uniting a team, this guide helps match the right product to the right moment, turning seasonal trends into lasting brand impressions.



**Cover:** Columbia 212468 in Vivid Blue and 212477 in Collegiate Navy.

**Top Right:** Columbia 161795 in Mountain Red Buffalo.

**Bottom Right:** adidas A708 in White and A709 in Dark Blue.

# SEASONAL SELLING OPPORTUNITIES

Explore strategies to boost sales this spring & summer season.

## NEW YEAR

The start of the year brings fresh opportunities to promote branded merchandise for corporate resolutions. Encourage companies to gift items that inspire productivity and motivation among employees.



Team 365 TT51HW in Sport Royal Heather.

## EARTH DAY

As Earth Day approaches, focus on eco-conscious initiatives and community events. Highlight sustainable and recycled products that showcase environmental responsibility, helping brands engage audiences while promoting a greener image.



adidas A514 in Real Coral.

## SPRING EVENTS

As the season transitions, target events such as trade shows, outdoor festivals and sporting events. Highlight products ideal for outdoor use, promoting engagement, and brand visibility in vibrant settings.



American Apparel 102 in Blush and Sea Blue.

## SUMMER KICKOFF

The summer season brings energy, activity, and outdoor engagement—the perfect time for brands to refresh their look with light, breathable apparel. Encourage customers to invest in branded gear for company outings, sports leagues, and seasonal promotions that showcase their culture.



Devon & Jones DG740 in Graphite.



M&O 4800 in Light Blue Heather.

## OUTDOOR ENTERTAINMENT

With fairs, concerts, and community events in full swing, help customers plan branded merchandise that's visible, functional, and memorable in active, social settings.

## BACK TO SCHOOL AND CAMPUS READY

As summer winds down, position “Back to School” as a powerful transition theme — tapping into education, team sports, and campus life opportunities. Encourage customers to plan early for outfitting programs, clubs, team, and spirit wear collections.



Gildan 64000L in Antique Sapphire, 64000 in Heather Cardinal Red, 64000B in Heather Irish Green.

# COLOUR TRENDS

Explore colour palettes that inspire trend-forward assortments.

## SOFT NEUTRALS



Stone Driftwood Natural White

Relaxed, versatile tones giving outfits an effortless, elevated feel.

## COASTAL BLUES



Sky Steel Marine

Cool, polished shades adding breezy confidence to everyday looks.

## BOTANICAL GREENS



Sage Matcha Fern

Fresh, earthy hues bringing calm sophistication to modern style.

## BRIGHT ACCENTS



Sunbeam Coral Lavender

Bold pops that energize outfits with playful, trend-forward flair.

# DEMAND TRENDS

Discover consumer shifts influencing product selection.



## SUSTAINABILITY & MATERIALS

Increasing demand for eco-friendly products and responsible manufacturing processes.



## EVERYDAY USE & UTILITY

Branded items that are used frequently (not discarded or given away) drive better recall and value.



## STYLE MEETS FUNCTION

Branded products are becoming more design-led, premium, and lifestyle driven.



## PERSONALIZATION & BRAND STORYTELLING

Embroidery, unique finishes, and targeted items lead to higher impact.

# STYLE TRENDS

Spotlight modern trends defining essential apparel looks.

## LIGHTWEIGHT LAYERING



Columbia 212483 in Black.

Quarter-zips, rain jackets, shirt jackets, wovens, and light fleece.

## PERFORMANCE TEES AND POLOS



adidas A515 in Grey Three.

Moisture-wicking, antimicrobial, and high performance.

## COMFORT FIRST



Comfort Colors 1717 in Neon Lemon.

Relaxed fits, soft hand, unisex sizing, and heavyweight.



**4800**  
M&O



**Q125900**  
Q-TEES



**88193**  
CORE365



**VC300A**  
Valucap



**112**  
Richardson



**A230**  
adidas



**4HM700**  
AllPro

Active/stretch fabrics and utility attributes are rising, combining function with innovation.



**A599**  
adidas



**64800**  
Gildan



**CE708**  
CORE365



**9210550DM**  
Oakley



**5389**  
American Apparel

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## CORPORATE PROGRAMS



### UNIFORMS

Drive visibility with company stores and uniform programs that keep employees looking professional.



### APPRECIATION & MID-YEAR RECOGNITION

Reward teams with thoughtful, high-quality gifts that show appreciation and build culture.

adidas A2020 in White.



### PRO TIP

Sustainability is becoming an expectation: **sharing eco credentials**, such as responsible manufacturing and recycled materials, helps align with customer initiatives and values.



**4505**  
M&O



**64000**  
Gildan



**4651**  
BELLA+CANVAS



**216514**  
Columbia



**A498**  
adidas



**QTBG**  
Q-TEES

Useable, visible,  
sustainable  
across events and  
promotions.



**1376844**  
Under Armour



**2001**  
American Apparel



**110F**  
Flexfit



**NE729W**  
North End



**1301**  
American Apparel



**SP500**  
Valucap

[Shop Merch](#)

## CONSUMER MERCH



### RETAIL & GIFT

Position brands with on-trend retail styles and premium gifting options.



### REBRANDERS

Support new brand launches or refreshes with modern merch styles.



### EVENTS & GIVEAWAYS

Create lasting impressions with branded merchandise that stands out.

North End NE725 en Black Heather.



## PRO TIP

Fashion credibility matters, especially among younger retail-oriented audiences: **offer limited edition or trend-colour runs** for events and influencer programs.



**CE405**  
CORE365



**88192**  
CORE365



**88183**  
CORE365



**F0S901099**  
Oakley



**102**  
American Apparel

Trending Y2K and preppy retro styles are great for campus clubs and organizations.



**8800**  
Gildan



**1717**  
Comfort Colors



**8869**  
Valucap



**112**  
Richardson



**5100**  
C2 Sport



**Q4500**  
Q-Tees



**5700**  
Gildan

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## SCHOOL & TEAM



### UNIFORMS (PLAY)

Provide high-performance uniforms that inspire confidence on and off the field.



### SPIRIT WEAR (SUPPORT)

Fuel team and community spirit with everyday school and team branded apparel.

Team 365 TT400Y and TT11SHY in Sport Royal and Sport Red.



### PRO TIP

Headwear is evolving from basic giveaway to quality. **Upsell headwear as easy add-on to apparel programs** by showing premium styles and patterns to complete the look.

# YOUR 2026 SPRING & SUMMER SELLING PLAYBOOK IN ACTION

Your guide to capturing attention, building loyalty, and selling smarter with Simcoe Engraving.



adidas A2009 in Collegiate Navy.



CORE365 CE108 and 108W in Burgundy.



North End NE729W in Sage Green Heather.

## SELL WITH PURPOSE

The 2026 Spring & Summer Selling Playbook gives you the tools to sell with purpose. Use the trends, collections, and strategies in this guide to align products with your customers' goals and seasonal opportunities.

## CONNECT TO KEY MOMENTS

Focus on connecting brands to the moments that matter most. Whether supporting company programs, event promotions, or retail launches, every recommendation in this playbook is designed to help you grow sales and strengthen relationships.

## POWER YOUR SEASONAL SUCCESS

With Simcoe Engraving's product depth, marketing resources, and service solutions, you have everything you need to plan ahead and deliver results all season long.

[Shop Now](#)