



Primitive

A P P A R E L

SPRING / 2017



primitive

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We grew up in the San Fernando Valley, ground zero for countless Hollywood movie locales, the porn industry and professional skateboarding; legendary spots are everywhere. Nearly two-thirds of "The Valley" are officially part of Los Angeles County and we're proud of our L.A. roots. We are something different altogether, it's pretty fucking weird out here. We have diversity beyond our hipster populace, I'm talking gangsters, surfers, A to D list actors, drug dealers and adult film starlets all walking down the same scorched asphalt. You see a lot of shit you probably shouldn't see at an early age and you meet characters that can change your life. We love this place it's where we all met skating, partying and getting into trouble. Those early days inspired our Spring '17 collection. It's nostalgic but modern, grimy but refined; sorta like the beautifully strange Valley that raised us.

- **Jubal Jones**

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DELIVERY 01



PRIMITIVE

CUSTOM GOODS



CREPED WARM-UP PULLOVER / PA117102

100% Polyester Crepe / Relaxed fit lightweight pullover jacket with raglan sleeves / Yarn dyed striped rib neck trim and cuffs / Features slight V-shape at neck / Seam at front panel for oversized pouch pocket / "Primitive" outline arch print across chest / Light-weight and crisp fabric for a relaxed feel

Sizes: S, M, L, XL, XXL Colors: Midnight



VARSITY COACH JACKET / PA117100

100% Polyester shell with 100% Polyester printed taffeta lining / Coach-varsity jacket hybrid with raglan sleeves and snap front closure / Single welt pockets at front panel / Encased elastic at sleeve hem edge and drawcord at bottom hem / Specialty rib at collar / "Primitive" arch print at wearer's left chest and across back

Sizes: S, M, L, XL, XXL Colors: Blood Red, Black



PANORAK / PA117101

60% Polyamide 40% Cotton with water-resistant coating / Relaxed fit raglan sleeve pullover hooded jacket with novelty waistband / Hidden half zip closure at center front / Features paneled sleeve construction, elbow patches and color blocking at body / Includes chest and bottom flap pockets with button closures / 3-piece hood with drawcord and water resistant visor

Sizes: S, M, L, XL, XXL Colors: Light Indigo







PREMIUM ZIP / PA117204

Mid-weight 80% Cotton 20% Polyester specialty fleece / Classic fit full zip hood with scuba collar, rib cuffs and waistband / Metallic gold exposed 2-way center front zipper / Self fabric side panel detailing / "Primitive" script embroidery at chest / 3-piece hood

Sizes: S, M, L, XL, XXL Colors: Midnight



NUEVO CONTRAST HOOD / PA117200

80% Cotton 20% Polyester semi-brushed fleece / Classic fit pullover hood with rib cuffs and waistband / Features coverstitch detailing along all seams / "Primitive" print across chest / 3-piece hood with rib binding along opening

Sizes: S, M, L, XL, XXL Colors: Black / Black, Ice Heather



A-FRAME HOOD / PA117203

Mid-weight 80% Cotton 20% Polyester specialty fleece / Classic fit pullover hood with rib cuffs and waistband / Windbreaker-style angled seams at front and back panel with extra large pouch pocket / "Primitive" script embroidery at pocket / Self hood with tunneled through drawcord at hem

Sizes: S, M, L, XL, XXL Colors: Rich Cyan Crossdye, Black



DOWN-BOTTOM HOOD / PA117205

Mid-weight 80% Cotton 20% Polyester specialty fleece / Classic fit pullover hood with rib cuffs and waistband / Color blocked bottom panel / "Dirty P" flocking print at chest / 3-piece hood with rib binding along opening

Sizes: S, M, L, XL, XXL Colors: Ice Heather, Grey Heather

JP CHAIN CREW / PA117206

80% Cotton 20% Polyester semi-brushed fleece / Classic fit raglan crewneck with rib neck binding, side panels, sleeve cuffs and waistband / Rib triangle inset detailing at center front neck / "Primitive" chain stitch embroidery across chest / Coverstitch detailing throughout

Sizes: S, M, L, XL, XXL Colors: Grey Heather, Midnight





PREMIUM L/S CREW / PA117307

Super soft heavyweight tri-blend jersey in 50% Cotton 25% Polyester 25% Rayon / Easy fit raglan long sleeve crew neck tee with fleece details / Rib cuffs, waistband, binding along neck and triangle inset at center front / Features side panels and coverstitch detailing throughout / Subtle branding at hip for everyday wear

Sizes: S, M, L, XL, XXL Colors: Grey Heather, Blood Red Heather



CHAMPS JERSEY / PA117300

Mid-weight 100% Cotton jersey / Classic on-field baseball silhouette / Wide neck trim and center front placket construction with button closures / "Dirty P" flocking print at chest / Scalloped bottom hem shape / Grey Heather colorway features contrast neck trim, center front placket and sleeves

Sizes: S, M, L, XL, XXL Colors: Grey Heather, Ice Heather



DIRTY P POLO / PA117302

Mid-weight 100% Cotton pique fabrication / Regular fit short sleeve polo with rib collar / Button closure at center front placket / "Dirty P" patch at wearer's left chest

Sizes: S, M, L, XL, XXL Colors: Rich Cyan, Black



PREMIUM S/S CREW / PA117304

Super soft heavyweight tri-blend jersey in 50% Cotton 25% Polyester 25% Rayon / Regular fit short sleeve pocket tee with rib neck trim / Features novelty stitching along armholes seams and triangle detail at center front neck / Minimal logo flag label at chest pocket for everyday wear

Sizes: S, M, L, XL, XXL Colors: Blood Red Heather, Grey Heather









ARCH SOCCER JERSEY / PA117305

Mid-weight 100% Cotton jersey / Regular fit short sleeve soccer silhouette with front and back paneling / Rib neck trim with slight overlap at center front / "Primitive" arch print across chest and circle print at wearer's left sleeve / Custom all-over print at front top panel

Sizes: S, M, L, XL, XXL Colors: Midnight



KENTE SHOOTING JERSEY / PA117303

Mid-weight 100% Cotton jersey / Throwback basketball shooting jersey silhouette / Wide rib neck trim and center front placket construction with plastic snap closures / Thread eyelets for ventilation at underarm / "Primitive" arch embroidery at chest / Midnight colorway features a custom all over print at bodice and sleeves and solid color cuffs and waistband

Sizes: S, M, L, XL, XXL Colors: Grey Heather, Midnight





KENTE S/S / PA117602

Light-weight 100% Cotton chambray with custom all-over print and softener wash /
Regular fit short sleeve button up woven shirt with chest pocket / Logo engraved pearl
button closure at center front and scalloped bottom hem shape with triangle insets at
side seams / Hidden label at bottom placket

Sizes: S, M, L, XL, XXL Colors: Midnight





VELOUR PANT / PA117501

100% Cotton Velour / Straight leg fit with a very slight taper at leg opening / Slash zipper pockets and welt back pocket / Solid rib waistband with encased elastic and drawcord / Faux fly at center front

Sizes: S, M, L, XL, XXL Colors: Midnight



IVY LEAGUE FLEECE PANT / PA117500

Mid-weight 80% Cotton 20% Polyester semi brushed fleece / Straight fit through out leg with a slight taper at leg opening / Slash zipper front pockets and welt back pocket / Specialty yarn dye stripe rib waistband with encased elastic and drawcord / Faux fly at center front

Sizes: S, M, L, XL, XXL Colors: Gold Heather, Grey Heather



FLEECE SHORT / PA117800

Mid-weight 80% Cotton 20% Polyester specialty fleece / Standard fit shorts with slash front pockets and zipper welt back pocket / Features novelty stitching along seams and bottom leg opening / Solid rib waistband with encased elastic and drawcord / Faux fly at center front

Sizes: S, M, L, XL, XXL Colors: Rich Cyan, Midnight





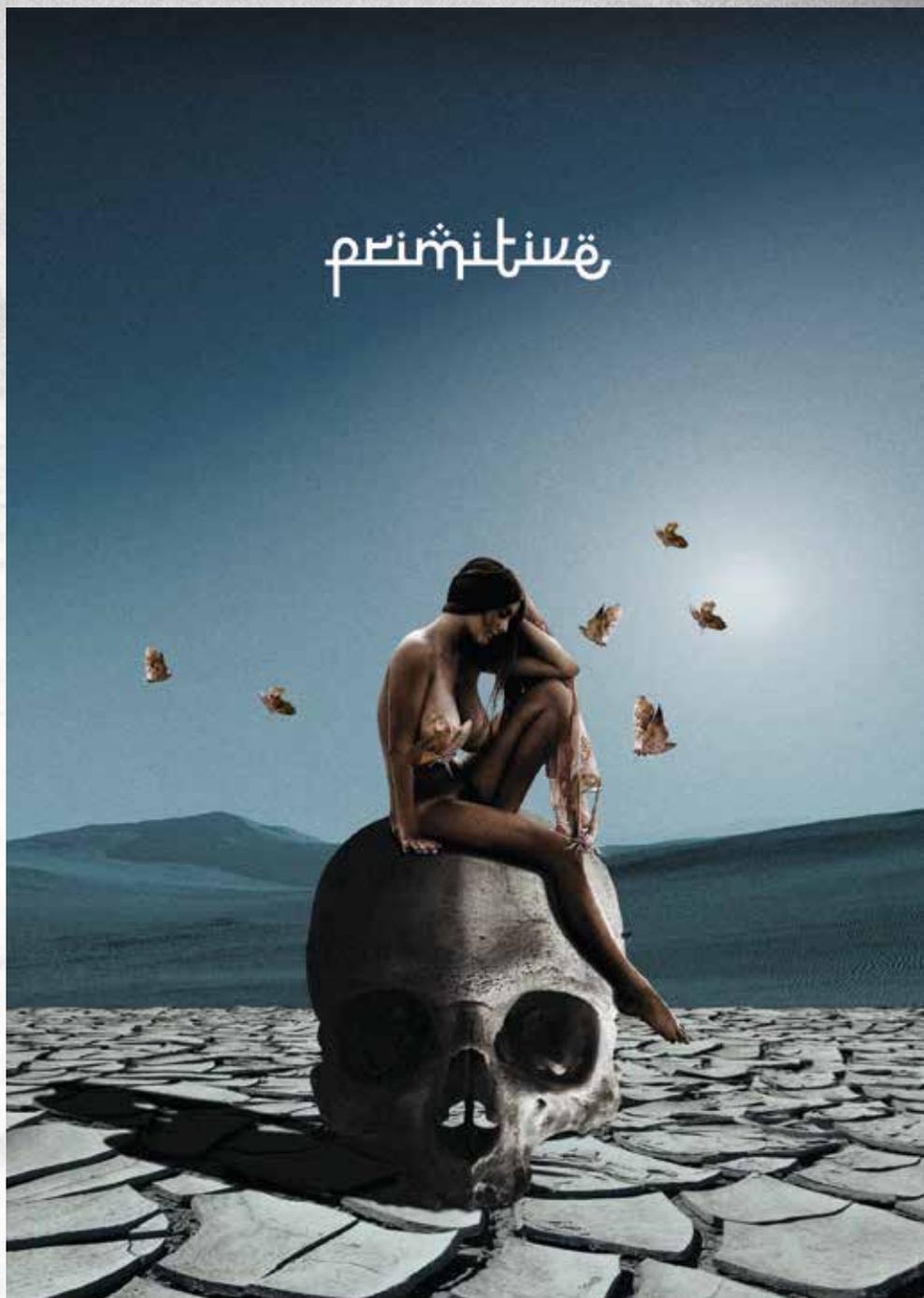
CREPED WARM UP SHORT / PA117801

100% Polyester Crepe / Relaxed fit shorts with faux fly / Slash zipper front pockets and double welt zipper back pocket / Novelty rib waistband with encased elastic and drawcord / Light-weight, crisp fabrication for a relaxed feel

Sizes: S, M, L, XL, XXL Colors: Midnight, Blood Red



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PRINTABLES

NICE TEE!



We had a tee graphic we wanted to run this season, but it was deemed too offensive by the LAPD, The Pope, and your mom. So instead you can stare at this blank square.

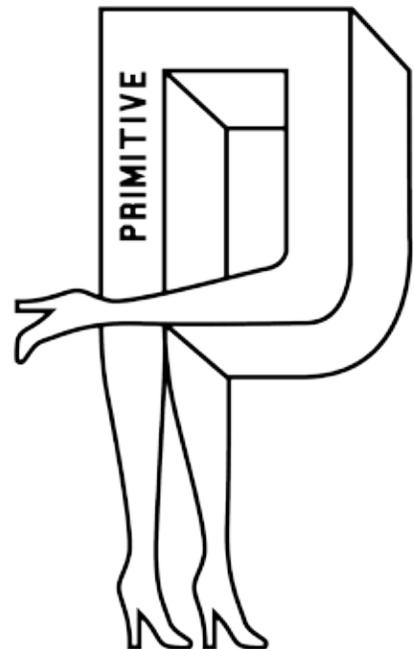


Primitive Worldwide
Nothing Nice.



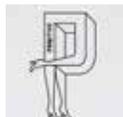
NICE TEE / PAPSP1700
100% cotton jersey

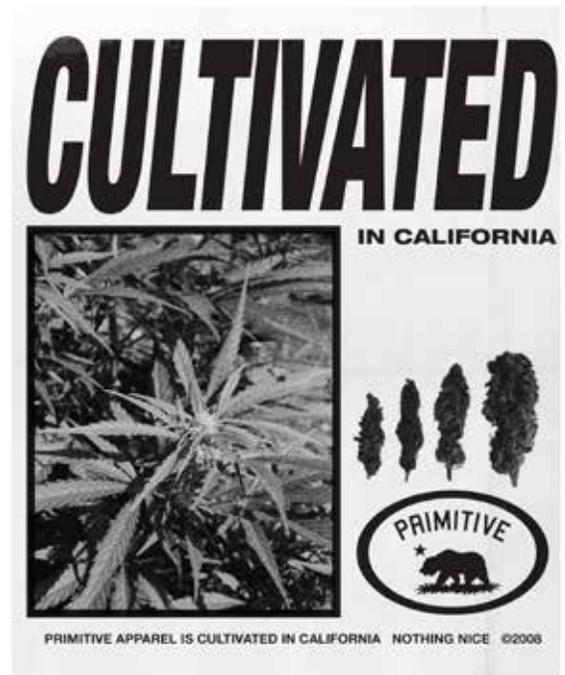
Sizes: S, M, L, XL, XXL Colors: Black, White, Banana



LEGS TEE / PAPSP1701
100% cotton jersey

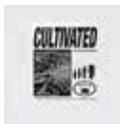
Sizes: S, M, L, XL, XXL Colors: Black, White, Navy





VINTAGE AD / PAPS1702
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Red



Front



Back



SUMO TEE / PAPS1704
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Athletic Heather





FAMILY TEE / PAPP1705
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Burgundy



KONED TEE / PAPP1707
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Powder Blue





CULTIVATED O.G. TEE / PAPSP1708
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Athletic Heather



Primitive



DUSTY TEE / PAPSP1709
100% cotton jersey

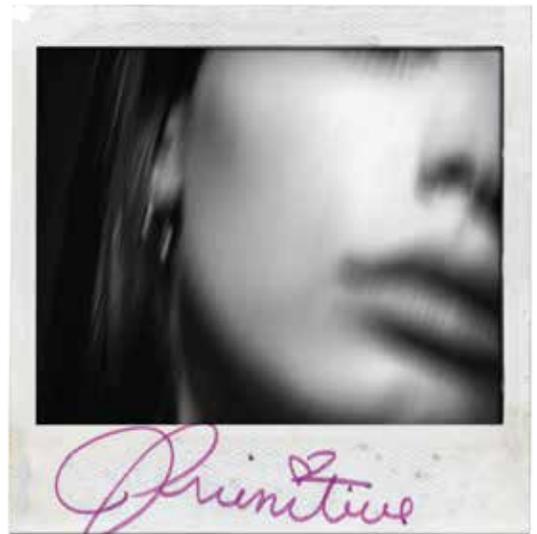
Sizes: S, M, L, XL, XXL Colors: Black, Athletic Heather, Navy





CLASSIC P TEE / PAPSP1734
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Hunter Green,
Charcoal Heather, Royal Blue



INSTANT TEE / PAPSP1710
100% cotton jersey

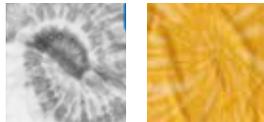
Sizes: S, M, L, XL, XXL Colors: Black, White, Powder Blue





CHAOS TEE / PAPSP1711
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black Tie-Dye, White Tie-Dye,
Gold Tie-Dye



NIGHTY TEE / PAPSP1712
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Navy





DIRTY P TEE / PAPS1713
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Burgundy



BADLANDS TEE / PAPS1715
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Burgundy





Primitive

NUEVO SCRIPT L/W TEE / PAPSP1723
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Black, Gun Metal Heather, Navy, Burgundy



Primitive



RUNWAY L/W TEE / PAPSP1716
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Black, Gun Metal Heather, Navy Heather





DIRTY P L/S / PAPSP1714
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, Athletic Heather, Burgundy



THRASHED L/S TEE / PAPSP1717
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, Charcoal Heather, Burgundy



NEW PRINTED FLEECE BODIES!

Printed fleece plays a key role in the Primitive product assortment and our goal is to offer the highest quality garment in our space. With that priority in mind, we've completely overhauled our printed fleece bodies.

- **SILHOUETTES ARE FINE-TUNED**
- **FABRIC QUALITY IS PERFECTED**
- **CUSTOM DETAILS ARE CLOSELY CONSIDERED**

The full-package result of these updates is a garment which sets itself apart and elevates the idea of printed basics. Pieces that look, feel and wear like classics.



ZIP



CREW



PULLOVER



Silhouettes have been updated with an eye toward modern fit, comfort and long-term wear.

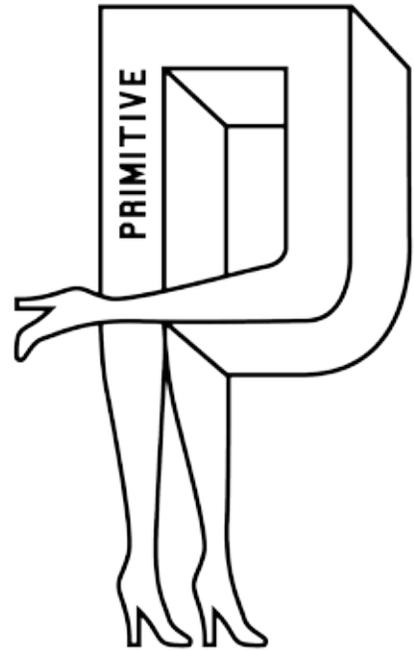


Our **premium mid-weight 300 gram fabric** wears well in all seasons. The **semi-brushed finish** lends a unique appearance and a comfortable hand. **Pre-washed fabric** minimizes shrinkage.



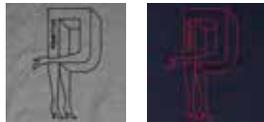
Stitch detail, construction features and custom trims have been added to create a unique garment and offer a layer of value not generally found in printed goods.





LEGS CREWNECK / PAPS1742
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, Gun Metal Heather, Navy



Primitive



DUSTY PULLOVER HOODIE / PAPS1744
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, Gun Metal Heather, Royal Heather





FAMILY ZIP-UP / PAPSP1743
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Burgundy, Black,
Gun Metal Heather





**HEADWEAR &
ACCESSORIES**



BLOCK P SNAPBACK / PA117H20

Melton wool crown and visor / 6 panel structured crown / Felt appliqué with satin edge-stitch / Contrast satin seam taping / Contrast visor / Contrast plastic adjustable snap closure

Sizes: OS Colors: Burgundy, Black



LEGS SNAPBACK / PA117H25

Cotton poplin crown and visor / 5 panel unstructured crown / Direct flat embroidery at front and rear / Plastic, adjustable snap closure / Made in U.S.A.

Sizes: OS Colors: Navy, Black



NIGHTY SNAPBACK / PA117H04

Nylon crown and visor / 5 panel unstructured crown / Screen print at front / Mesh stay / Plastic adjustable snap closure

Sizes: OS Colors: Black, White



GOOD FOR LIFE CORD SNAPBACK / PA117H05

21 wale corduroy crown and visor / 5 panel unstructured crown / Direct flat embroidery at front and rear / Plastic, adjustable snap closure / Made in U.S.A..

Sizes: OS Colors: White, Navy, Black



NUEVO SCRIPT SNAPBACK / PA117H21

Cotton twill crown and visor / 6 panel structured crown / Contrast visor and crown button / Direct 3d embroidery at front / Plastic adjustable snap closure

Sizes: OS Colors: Green, Black, Grey



CLASSIC P SNAPBACK / PA117H15

Acrylic wool serge crown / herringbone visor / 6 panel structured crown / Direct 3d embroidery at front / Direct flat embroidery at left side / Plastic adjustable snap closure

Sizes: OS Colors: Royal, Black, Red



DIRTY P STRAPBACK / PA117H09

Tweed crown and visor / 5 panel unstructured crown / Mesh stay / Contrast undervisor / PU leather adjustable strap with antique brass clamp

Sizes: OS Colors: Burgundy, Navy, Black



CLASSIC P ELDER STRAPBACK / PA117H17

Bio washed cotton crown and visor / 5 panel unstructured crown / Mesh stay / Felt appliqué logo at front / Direct flat embroidery at rear / Bio washed cotton strap adjustable w/ antique brass clamp

Sizes: OS Colors: Black, Burgundy



CLASSIC P 6 PANEL STRAPBACK / PA117H14

Cotton twill crown and visor / 6 panel light structured crown / tonal, direct flat embroidery at front and rear / Cotton twill strap adjustable w/ antique brass clamp

Sizes: OS Colors: Khaki, Olive, Black



MINI CLASSIC P STRAPBACK / PA117H01

Cotton twill crown and visor / 6 panel unstructured crown / Direct flat embroidery at front and rear / Cotton twill strap closure w/ antique brass clamp

Sizes: OS Colors: Red, Forest, Black





JANIE FOLDER BEANIE / PA117C09

Acrylic loose gauge weave / 6 point crown / Woven clip label / 3" cuff

Sizes: OS Colors: Mustard, Forest, Black, Burgundy



DROPOUT BEANIE / PA117C02

Acrylic fine gauge weave / Direct 3d embroidery at front / 4 point crown / 3" cuff

Sizes: OS Colors: Black, Red



MINI CLASSIC P BEANIE / PA117C07

Acrylic fine gauge weave / Direct 3d embroidery at front / 4 point crown / 3" cuff

Sizes: OS Colors: Forest, Red, Black





HOMEROOM BACKPACK / PAAC00100

Poly nylon body / Contrast bottom panels / Adjustable shoulder straps / Self zipper pull tabs / Woven label / Inner laptop sleeve / Stash pocket

Colors: Black/Olive, Caramel/Black



SLUMBER DUFFLE / PA117A21

Nylon bag / Adjustable shoulder strap / Interior velcro stash pocket / Woven label appliqué / 22.5" x 17"

Sizes: OS Colors: Black/Olive, Caramel/Black



STANDARD ISSUE SNAP WALLET / PA117A17

Cotton canvas outer / Leather trim and inner / Powder coated contrast snap button

Colors: Navy



STANDARD ISSUE CANVAS BACKPACK / PAAC00086

Cotton canvas body / Gross grain edge binding / Leather strap closure with powder coated hardware / Custom zipper tabs / Dull nickel hardware

Colors: Navy



STANDARD ISSUE DUFFLE / PAAC00087

Cotton canvas body / Gross grain edge binding / Powder coated logo snap details / Cotton webbing handles / Dull nickel hardware

Colors: Navy



HOMEROOM VELCRO WALLET / PA117A26

Nylon body / Tri-fold / Velcro closure / Woven label / Flag label inside / Tonal grossgrain taping / Clear id window

Colors: Black, Forest, Burgundy, Navy



CLASSIC P WEB BELT / PA117A24

Poly webbing / Tonal buckle and metal tip / Matte debossed logo on buckle / 50" strap

Colors: Navy, Burgundy, Black



CLASSIC P STENCIL BELT / PA117A25

Cotton webbing / Die cut slide bar buckle / Metal tip / 50" strap

Colors: Tan, Green, Black



ARCH SCOUT BELT / PA117A12

Striped cotton webbing / Printed logo on buckle / Bottle opener back of buckle / Metal strap tip / 50" strap

Colors: Navy, Black



PARTY TRAIN ASH TRAY / PA117A08

Ceramic round ashtray / 4" circumference / 1 1/4" total height / Screen printed artwork at interior, exterior, and bottom

Colors: White



PARTY TRAIN MUG / PA117A02

Ceramic / 11 oz. Capacity / Wrapped screen printed artwork

Colors: White



PARTY TRAIN WALL CLOCK / PA117A06

11 1/2" circumference / Black metal rim / Hour, minute, second hands / Battery operated

Colors: White/Black



SNAKE EYES KEYCHAIN / PA117A13

¾" dice with white spots / Screen printed logos / Polished nickel hardware / 1 ¼" chain / 1 ¼" key ring

Colors: Red/Blue



PRIMITIVE FRIDGE MAGNET SET / PA117A03

Set of 3 / 3 ¾" tall x 1 ¼" wide / Printed artwork / Black magnet backing

Colors: Multi



HIGH COUNTRY BOTTLE OPENER / PA117A44

Custom bottle opener and belt clip / Leather with debossed logo / Brass key ring

Colors: Brass



POST LAPEL PIN / PA117A05

Soft enamel / Single post / Butterfly clip backing / Embossed logo at rear

Colors: Red



DICE LAPEL PIN / PA117A271

Soft enamel / Single post / Butterfly clip backing / Embossed logo at rear

Colors: Multi



PRIMITIVE DOMINO SET / PAAC00080
Custom logo domino set / Printed carrying case

Colors: Black



NUEVO LICENSE PLATE FRAME / PA117A14
Custom molded plastic / Raised artwork / Metallic screen print

Colors: Black



ARCH SHORTIE SOCK / PA117S02

Half cushion / Low profile silhouette / Contrast toe detail / Jacquard arch logo

Colors: Black, Navy, Grey Heather



STANDARD ISSUE NO SHOW SOCK 3-PACK / PA117S03

No show silhouette / Contrast toe panel / Ribbed arch support band / Non-slip gel tab inside heel / Screen printed graphics

Colors: White, Grey, Black



CLASSIC P CREW SOCK / PA117S07

Half cushion / Mid calf crew / Mixed yarn / Contrast toe detail / Jacquard logos

Colors: Neon Yellow Heather, Navy Heather, Electric Blue Heather



CHECK P CREW SOCK / PA117S00
 Half cushion / Mid calf crew / Jacquard knit checkered graphics
 Colors: Black/Grey Heather, Red/White/Blue, White/Pink



NUEVO SCRIPT CREW SOCK / PA117S05
 Half cushion / Mid calf crew / Contrast toe and heel blocking / Jacquard logo
 Colors: Green, Black



PARTY TRAIN CREW SOCK / PA117S08
 Half cushion / Mid calf crew / Jacquard knit graphics
 Colors: White, Black





DELIVERY 02



CUSTOM GOODS



ENDEAVOR ANORAK / PA117103

100% Cotton custom ikat plaid with water resistant coating / Relaxed fit pullover hooded jacket featuring bungee cording through bottom hem and hood hem / Hidden quarter zipper closure at center front / Paneling details at sleeves and body / Double welt pockets at front / "Primitive" script embroidery at wearer's left chest / 3-piece hood

Sizes: S, M, L, XL, XXL Colors: Multicolor



PANDORAK / PA117101

60% Polyamide 40% Cotton with water resistant coating / Relaxed fit raglan sleeves pullover hooded jacket with novelty waistband / Hidden half zip closure at center front / Features paneled sleeve construction, elbow patches and paneled body / Includes chest and bottom flap pockets with button closures / 3-piece hood with drawcord and water resistant visor

Sizes: S, M, L, XL, XXL Colors: Black



CREPED WARM-UP PULLOVER / PA117102

100% Polyester Crepe / Relaxed fit lightweight pullover jacket with raglan sleeves / Yarn dyed striped rib neck trim and cuffs / Features slight V-shape at neck / Seam at front panel for oversized pouch pocket / "Primitive" outline arch print across chest / Light-weight and crisp fabric for a relaxed feel

Sizes: S, M, L, XL, XXL Colors: Black

BELDAR JACKET / PA117104

60% Polyester 40% Cotton w/ 100% Cotton custom ikat plaid body lining and 100% Polyester sleeve lining / Classic fit capped full zip jacket with shoulder paneling / Features a cadet collar with a soft rib lining / Bottom flap pocket with button closures / Vintage suiting inspired interior jacket pocket with flap and button closure

Sizes: XS, S, M, L, XL, XXL Colors: Midnight





IVY LEAGUE HOOD / PA117201

Mid-weight 80% Cotton 20% Polyester specialty fleece / Classic fit raglan sleeve pullover hood with yarn-dyed stripe cuff and waistband / "Primitive" arch embroidery across chest / 3-piece hood / Novelty dice embroidery at wearer's left sleeve

Sizes: S, M, L, XL, XXL Colors: Gold Heather, Grey Heather

VELOUR QUARTER ZIP / PA117207

100% Cotton Velour / Slightly relaxed fit quarter-zip pullover hood with rib cuffs and waistband / Features a front and back yoke seam across chest / "Primitive" script embroidery at wearer's left chest / 3-piece hood

Sizes: S, M, L, XL, XXL Colors: Midnight







MADE



Signature

LINE

HARM
NHD





CLASSIC STRIPE HOOD / PA117308

Mid-weight 100% Cotton specialty yarn-dyed striped jersey / Regular fit long sleeve hooded pullover knit with pouch pocket at front and rib cuffs / "Primitive" script embroidery at chest / Charcoal colorway features a wide yarn dyed stripe and Ecru colorway features mini cluster yarn dyed stripes throughout style

Sizes: S, M, L, XL, XXL Colors: Charcoal, Ecru



CLASSIC STRIPE S/S CREW / PA117306

Mid-weight 100% Cotton specialty yarn-dyed striped jersey / Regular fit short sleeve crew neck tee with rib neck trim / "Primitive" script embroidery at chest / Cherry colorway features a wide yarn dyed stripe and Ecru colorway features mini cluster yarn dyed stripes throughout style

Sizes: S, M, L, XL, XXL Colors: Cherry, Ecru





IVY LEAGUE RAGLAN / PA117301

Mid-weight 100% Cotton jersey / Regular fit raglan long sleeve with set-in rib neck trim / Includes contrast sleeves and novelty stitching along seams / Scalloped bottom hem shape / "Primitive" arch print across chest and novelty dice art at wearer's right hip

Sizes: S, M, L, XL, XXL Colors: Grey Heather, Gold Heather



ARCH SOCCER JERSEY / PA117305

Mid-weight 100% Cotton jersey / Regular fit short sleeve soccer silhouette with front and back paneling / Rib neck trim with slight overlap at center front / "Primitive" arch print across chest and circle print at wearer's left sleeve

Sizes: S, M, L, XL, XXL Colors: Black



HOOPER LIGHTWEIGHT WORK SHIRT / PA117607

Light-weight 100% Cotton Chambray / Classic workwear-inspired half-zip long sleeve pop-over shirt with chest pockets / Logo patch label at wearer's left chest for minimal branding

Sizes: S, M, L, XL, XXL Colors: Indigo Chambray



LIGHTWEIGHT SHADOW L/S / PA117605

Light-weight 100% Cotton herringbone weave with lightly brushed face / Regular fit long sleeve button up woven shirt with chest pocket / Logo engraved pearl button closure at center front and scalloped bottom hem shape with triangle inset at side seams / Minimal branding with logo flag label at chest pocket / Features a yarn-dyed shadow plaid throughout

Sizes: S, M, L, XL, XXL Colors: ECRU, Cherry



JUICE L/S / PA117606

Light-weight 100% Cotton / Regular fit long sleeve button up woven shirt / Dice embroidery at wearer's left chest / Logo engraved pearl button closure at center front and scalloped bottom hem shape with triangle inset at side seams / Features a super soft brushed oxford fabrication for Gold colorway and light-weight denim fabrication for Indigo colorway

Sizes: S, M, L, XL, XXL Colors: Gold Oxford, Indigo Denim







LIGHTWEIGHT BUFFALO S/S / PA117600

Light-weight 100% Cotton herringbone weave with lightly brushed face / Regular fit short sleeve button-up woven shirt with logo engraved pearl buttons / Scalloped bottom hem shape with triangle insets at side seams / "Dirty P" embroidery at wearer's left chest / Hidden label at bottom placket / Features a yarn-dyed buffalo check plaid throughout style

Sizes: S, M, L, XL, XXL Colors: Cherry, Ecu



IKAT PLAID S/S / PA117601

Light-weight 100% Cotton plain weave / Specialty ikat weave plaid / Regular fit short sleeve button up woven shirt with logo engraved pearl button closure at center front and collar points / Scalloped bottom hem shape with triangle insets at side seams / Minimal branding at bottom center front placket

Sizes: S, M, L, XL, XXL Colors: Multicolor, Midnight



JUICE S/S / PA117603

Light-weight 100% Cotton / Regular fit short sleeve button up woven shirt with chest pocket / Dice embroidery at pocket corner / Logo engraved pearl button closure at center front and scalloped bottom hem shape with triangle inset at side seams / Features a super soft light-weight denim fabrication for Indigo colorway and brushed oxford fabrication for Cherry colorway

Sizes: S, M, L, XL, XXL Colors: Cherry Oxford, Indigo Denim,



VELOUR PANT / PA117501

100% Cotton Velour / Straight leg fit with a very slight taper at leg opening / Slash zipper pockets and welt back pocket / Solid rib waistband with encased elastic and drawcord / Faux fly at center front

Sizes: S, M, L, XL, XXL Colors: Midnight



IVY LEAGUE FLEECE PANT / PA117500

Mid-weight 80% Cotton 20% Polyester semi brushed fleece / Straight fit through out leg with a slight taper at leg opening / Slash zipper front pockets and welt back pocket / Specialty yarn dye stripe rib waistband with encased elastic and drawcord / Faux fly at center front

Sizes: S, M, L, XL, XXL Colors: Grey Heather, Gold Heather



FLEECE SHORT / PA117800

Mid-weight 80% Cotton 20% Polyester specialty fleece / Standard fit shorts with slash front pockets and zipper welt back pocket / Features novelty stitching along seams and bottom leg opening / Solid rib waistband with encased elastic and drawcord / Faux fly at center front

Sizes: S, M, L, XL, XXL Colors: Rich Cyan, Midnight



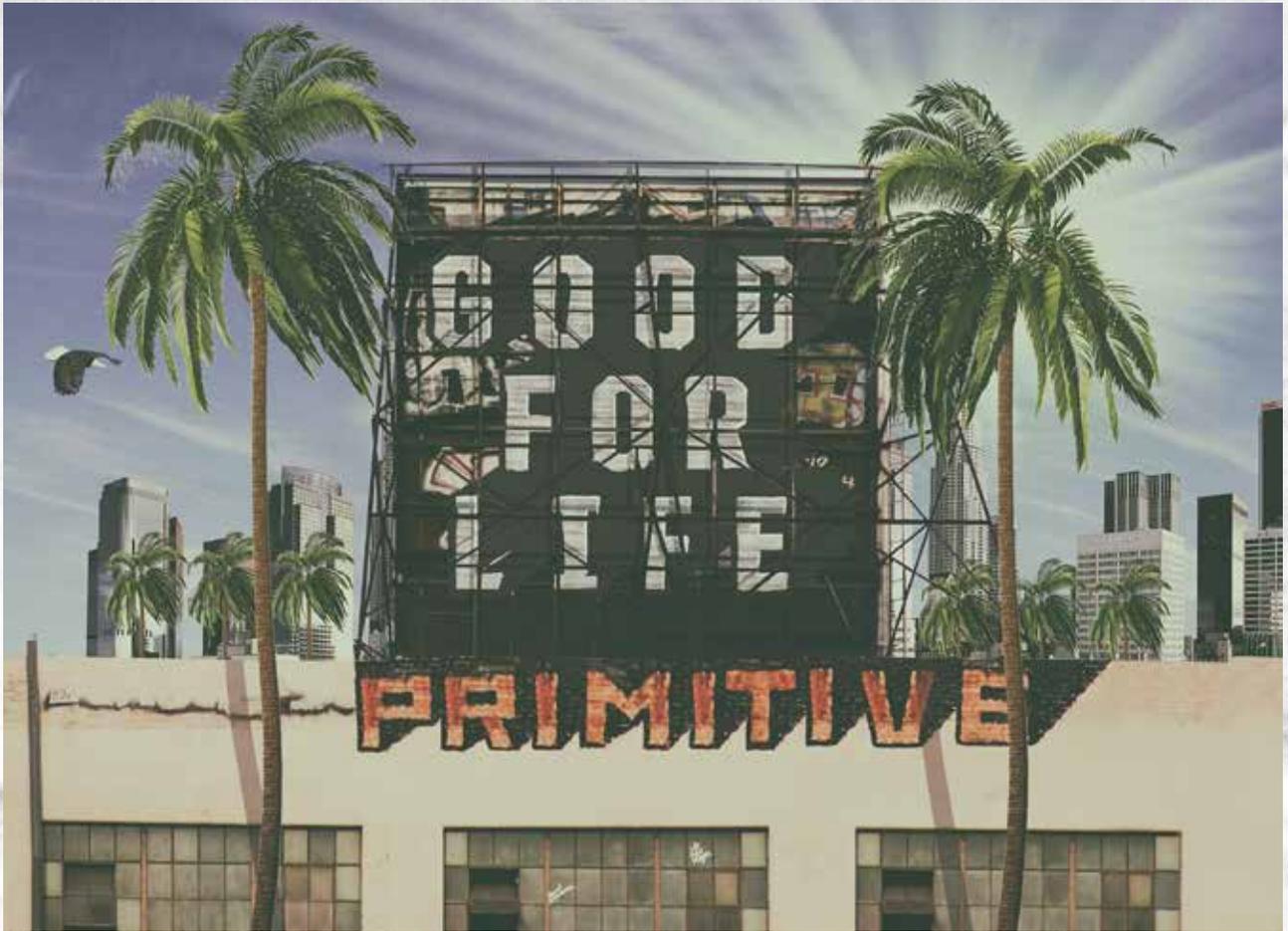


CREPED WARM UP SHORT / PA117801

100% Polyester Crepe / Relaxed fit shorts with faux fly / Slash zipper front pockets and double welt zipper back pocket / Novelty rib waistband with encased elastic and drawcord / Light-weight, crisp fabrication for a relaxed feel

Sizes: S, M, L, XL, XXL Colors: Midnight, Blood Red





PRINTABLES



Primitive

LIPS TEE / PAPS1720
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Squash, Mint



ETERNAL TEE / PAPS1722
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Charcoal Heather





STELLAR TEE / PAPSP1724

100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Athletic Heather



BUDDY TEE / PAPSP1743

100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Red





PRIMITIVE

DROP OUT TEE / PAPSP1726
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White,
Charcoal Heather, Navy Heather

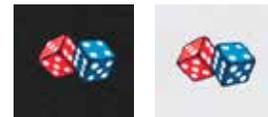


PRIMITIVE



IVY LEAGUE TEE / PAPSP1727
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Gold





PRIMITIVE co.



PEACHY TEE / PAPSP1728
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Navy



SIDELINE TEE / PAPSP1729
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White





KNOCKOUT TEE / PAPSP1731
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Burgundy



CULTIVATED OVERDYE TEE / PAPSP1732
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, Royal Heather, Burgundy





APES TEE / PAPSP1733
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Burgundy



Primitive

NUEVO SCRIPT TEE / PAPSP1718
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Coral, Royal Blue, Charcoal Heather





FRONT TEE / PASP1735
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Athletic Heather, Black, White



Primitive



DOOMED TEE / PASP1739
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Black, White, Burgundy



FOR THE \$\$\$

PRIMITIVE NEEDS TO GET UNRAIDED THAT THE KIDNEY WHEEL THAT YOUR BRAIN IS THE KEY TO INCLUDE THE FOLLOWING IN OUR CATALOGUE: TEE, JAZZ AND SOMETIMES WHEEL. SO KEEP BUYING OUR SHIRT, TANKS, PRIMITIVE APPAREL.



primitive
worldwide



STRICTLY AD L/W / PAPSP1737
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Black, Gun Metal Heather, Royal Heather



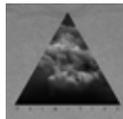
P R I M I T I V E



P R I M I T I V E

ELEVATE L/W / PAPSP1721
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Purple, Gun Metal Heather, Black





Primitive

MURRAY L/W / PAPSP1736
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Black, Navy Heather,
Mint Heather



CLASSIC P L/W / PAPSP1719
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Black, Burgundy Heather,
Royal Heather



PRIMITIVE



ARCH OUTLINE L/W / PAPSP1738
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Black, Gun Metal Heather, Burgundy Heather



SIDELINE L/W / PAPSP1730
50% cotton / 50% polyester jersey

Sizes: S, M, L, XL, XXL Colors: Gun Metal Heather, Navy



NEW PRINTED FLEECE BODIES!

Printed fleece plays a key role in the Primitive product assortment and our goal is to offer the highest quality garment in our space. With that priority in mind, we've completely overhauled our printed fleece bodies.

- **SILHOUETTES ARE FINE-TUNED**
- **FABRIC QUALITY IS PERFECTED**
- **CUSTOM DETAILS ARE CLOSELY CONSIDERED**

The full-package result of these updates is a garment which sets itself apart and elevates the idea of printed basics. Pieces that look, feel and wear like classics.



ZIP



CREW



PULLOVER



***Silhouettes** have been updated with an eye toward modern fit, comfort and long-term wear.*



*Our **premium mid-weight 300 gram fabric** wears well in all seasons. The semi-brushed finish lends a unique appearance and a comfortable hand. Pre-washed fabric minimizes shrinkage.*



***Stitch detail, construction features and custom trims** have been added to create a unique garment and offer a layer of value not generally found in printed goods.*



Primitive



LIPS CREWNECK / PAPSP1745
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: White, Black, Royal Heather



BUDDY PULLOVER HOODIE / PAPSP1746
100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Navy, Black, Gun Metal Heather





PRIMITIVE
08
NOTHING NICE

KNOCKOUT ZIP-UP / PAPSP1747
 100% cotton jersey

Sizes: S, M, L, XL, XXL Colors: Royal Heather, Black
 Gun Metal Heather





**HEADWEAR &
ACCESSORIES**





IVY LEAGUE SNAPBACK / PA117H03

Cotton twill crown and visor / 5 panel structured crown / Direct flat embroidery at front and rear / Plastic, adjustable snap closure / Made in U.S.A.

Sizes: OS Colors: Black, Tan



DENIM SCRIPT STRAPBACK / PA117H02

Lightweight cotton denim crown / standard, cotton twill visor and crown button / 6 panel unstructured crown / chain stitch direct flat embroidery at front / leather strap with antique brass clamp closure

Sizes: OS Colors: Light Denim



SIDELINE SNAPBACK / PA117H24

Cotton crown and visor / Direct flat embroidery at front and left side / Inside seam taping / Contrast visor and crown button / 5 panel unstructured crown / Mesh stay / Plastic adjustable snap closure / NEW ERA

Sizes: OS Colors: White, Black



KENTE FIVE PANEL / PA117H23

Poly crown and visor / 5 panel unstructured camper crown / Woven label at front / Printed pattern side panels / Nylon adjustable strap w/ plastic clip closure

Sizes: OS Colors: Black, Midnight



LIPS 6 PANEL STRAPBACK / PA117H11

Brushed cotton twill crown and visor / 6 panel light structured crown / Felt appliqué with direct flat embroidery at front / Direct embroidery at rear / Nylon adjustable strap w/ plastic clip closure

Sizes: OS Colors: Tan, Black



NUEVO SCRIPT SNAPBACK / PA117H21

Cotton twill crown and visor / 6 panel structured crown / Contrast visor and crown button / Direct 3d embroidery at front / Plastic adjustable snap closure

Sizes: OS Colors: Green, Black, Grey



CLASSIC P SNAPBACK / PA117H15

Acrylic wool serge crown / herringbone visor / 6 panel structured crown / Direct 3d embroidery at front / Direct flat embroidery at left side / Plastic adjustable snap closure

Sizes: OS Colors: Royal, Black, Red



DIRTY P STRAPBACK / PA117H09

Tweed crown and visor / 5 panel unstructured crown / Mesh stay / Contrast undervisor / PU leather adjustable strap with antique brass clamp

Sizes: OS Colors: Burgundy, Navy, Black



CLASSIC P ELDER STRAPBACK / PA117H17

Bio washed cotton crown and visor / 5 panel unstructured crown / Mesh stay / Felt appliqué logo at front / Direct flat embroidery at rear / Bio washed cotton strap adjustable w/ antique brass clamp

Sizes: OS Colors: Black, Burgundy



CLASSIC P 6 PANEL STRAPBACK / PA117H14

Cotton twill crown and visor / 6 panel light structured crown / tonal, direct flat embroidery at front and rear / Cotton twill strap adjustable w/ antique brass clamp

Sizes: OS Colors: Khaki, Olive, Black



MINI CLASSIC P STRAPBACK / PA117H01

Cotton twill crown and visor / 6 panel unstructured crown / Direct flat embroidery at front and rear / Cotton twill strap closure w/ antique brass clamp

Sizes: OS Colors: Red, Forest, Black





JANIE FOLDER BEANIE / PA117C09

Acrylic loose gauge weave / 6 point crown / Woven clip label / 3" cuff

Sizes: OS Colors: Mustard, Forest, Black, Burgundy



DROPOUT BEANIE / PA117C02

Acrylic fine gauge weave / Direct 3d embroidery at front / 4 point crown / 3" cuff

Sizes: OS Colors: Black, Red



MINI CLASSIC P BEANIE / PA117C07

Acrylic fine gauge weave / Direct 3d embroidery at front / 4 point crown / 3" cuff

Sizes: OS Colors: Forest, Red, Black







HOMEROOM BACKPACK / PAAC00100

Poly nylon body / Contrast bottom panels / Adjustable shoulder straps / Self zipper pull tabs / Woven label / Inner laptop sleeve / Stash pocket

Colors: Black/Olive, Caramel/Black



SLUMBER DUFFLE / PA117A21

Nylon bag / Adjustable shoulder strap / Interior velcro stash pocket / Woven label appliqué / 22.5" x 17"

Sizes: OS Colors: Black/Olive, Caramel/Black



STANDARD ISSUE SNAP WALLET / PA117A17

Cotton canvas outer / Leather trim and inner / Powder coated contrast snap button

Colors: Navy



STANDARD ISSUE CANVAS BACKPACK / PAAC00086

Cotton canvas body / Gross grain edge binding / Leather strap closure with powder coated hardware / Custom zipper tabs / Dull nickel hardware

Colors: Navy



STANDARD ISSUE DUFFLE / PAAC00087

Cotton canvas body / Gross grain edge binding / Powder coated logo snap details / Cotton webbing handles / Dull nickel hardware

Colors: Navy



HOMEROOM VELCRO WALLET / PA117A26

Nylon body / Tri-fold / Velcro closure / Woven label / Flag label inside / Tonal grossgrain taping / Clear id window

Colors: Black, Forest, Burgundy, Navy



CLASSIC P WEB BELT / PA117A24

Poly webbing / Tonal buckle and metal tip / Matte debossed logo on buckle / 50" strap

Colors: Navy, Burgundy, Black



CLASSIC P STENCIL BELT / PA117A25

Cotton webbing / Die cut slide bar buckle / Metal tip / 50" strap

Colors: Tan, Green, Black



ARCH SCOUT BELT / PA117A12

Striped cotton webbing / Printed logo on buckle / Bottle opener back of buckle / Metal strap tip / 50" strap

Colors: Navy, Black



PARTY TRAIN ASH TRAY / PA117A08

Ceramic round ashtray / 4" circumference / 1 1/4" total height / Screen printed artwork at interior, exterior, and bottom

Colors: White



PARTY TRAIN MUG / PA117A02

Ceramic / 11 oz. Capacity / Wrapped screen printed artwork

Colors: White



PARTY TRAIN WALL CLOCK / PA117A06

11 1/2" circumference / Black metal rim / Hour, minute, second hands / Battery operated

Colors: White/Black



SNAKE EYES KEYCHAIN / PA117A13

¾" dice with white spots / Screen printed logos / Polished nickel hardware / 1 ¼" chain / 1 ¼" key ring

Colors: Red/Blue



PRIMITIVE FRIDGE MAGNET SET / PA117A03

Set of 3 / 3 ¾" tall x 1 ¼" wide / Printed artwork / Black magnet backing

Colors: Multi



HIGH COUNTRY BOTTLE OPENER / PA117A44

Custom bottle opener and belt clip / Leather with debossed logo / Brass key ring

Colors: Brass



POST LAPEL PIN / PA117A05

Soft enamel / Single post / Butterfly clip backing / Embossed logo at rear

Colors: Red



DICE LAPEL PIN / PA117A271

Soft enamel / Single post / Butterfly clip backing / Embossed logo at rear

Colors: Multi



PRIMITIVE DOMINO SET / PAAC00080
Custom logo domino set / Printed carrying case

Colors: Black



NUEVO LICENSE PLATE FRAME / PA117A14
Custom molded plastic / Raised artwork / Metallic screen print

Colors: Black



ARCH SHORTIE SOCK / PA117S02

Half cushion / Low profile silhouette / Contrast toe detail / Jacquard arch logo

Colors: Black, Navy, Grey Heather



STANDARD ISSUE NO SHOW SOCK 3-PACK / PA117S03

No show silhouette / Contrast toe panel / Ribbed arch support band / Non-slip gel tab inside heel / Screen printed graphics

Colors: White, Grey, Black



CLASSIC P CREW SOCK / PA117S07

Half cushion / Mid calf crew / Mixed yarn / Contrast toe detail / Jacquard logos

Colors: Neon Yellow Heather, Navy Heather, Electric Blue Heather



CHECK P CREW SOCK / PA117S00
 Half cushion / Mid calf crew / Jacquard knit checkered graphics
 Colors: Black/Grey Heather, Red/White/Blue, White/Pink



NUEVO SCRIPT CREW SOCK / PA117S05
 Half cushion / Mid calf crew / Contrast toe and heel blocking / Jacquard logo
 Colors: Green, Black



PARTY TRAIN CREW SOCK / PA117S08
 Half cushion / Mid calf crew / Jacquard knit graphics
 Colors: White, Black



CREPED WARM-UP PULLOVER / PA117102



VARSITY COACH JACKET / PA117100



PANORAK / PA117101



PREMIUM ZIP / PA117204



NUOVO CONTRAST HOOD / PA117200



A-FRAME HOOD / PA117203



DOWN-BOTTOM HOOD / PA117205



JP CHAIN CREW / PA117206



PREMIUM L/S CREW / PA117307



CHAMPS JERSEY / PA117300



DIRTY P POLO / PA117302



PREMIUM S/S CREW / PA117304



ARCH SOCCER JERSEY / PA117305



KENTE SHOOTING JERSEY / PA117303



KENTE S/S / PA117602



VELOUR PANT / PA117501



IVY LEAGUE FLEECE PANT / PA117500



FLEECE SHORT / PA117800



CREPED WARM UP SHORT / PA117801



ENDEAVOR ANORAK / PA117103



PANORAK / PA117101



CREPED WARM-UP PULLOVER / PA117102



BELDAR JACKET / PA117104



IVY LEAGUE HOOD / PA117201



VELOUR QUARTER ZIP / PA117207



CLASSIC STRIPE HOOD / PA117308



CLASSIC STRIPE S/S CREW / PA117306



IVY LEAGUE RAGLAN / PA117301



ARCH SOCCER JERSEY / PA117305



HOOPER LIGHTWEIGHT WORK SHIRT / PA117607



LIGHTWEIGHT SHADOW L/S / PA117605



JUICE L/S / PA117606



LIGHTWEIGHT BUFFALO S/S / PA117600



IKAT PLAID S/S / PA117601



JUICE S/S / PA117603



VELOUR PANT / PA117501



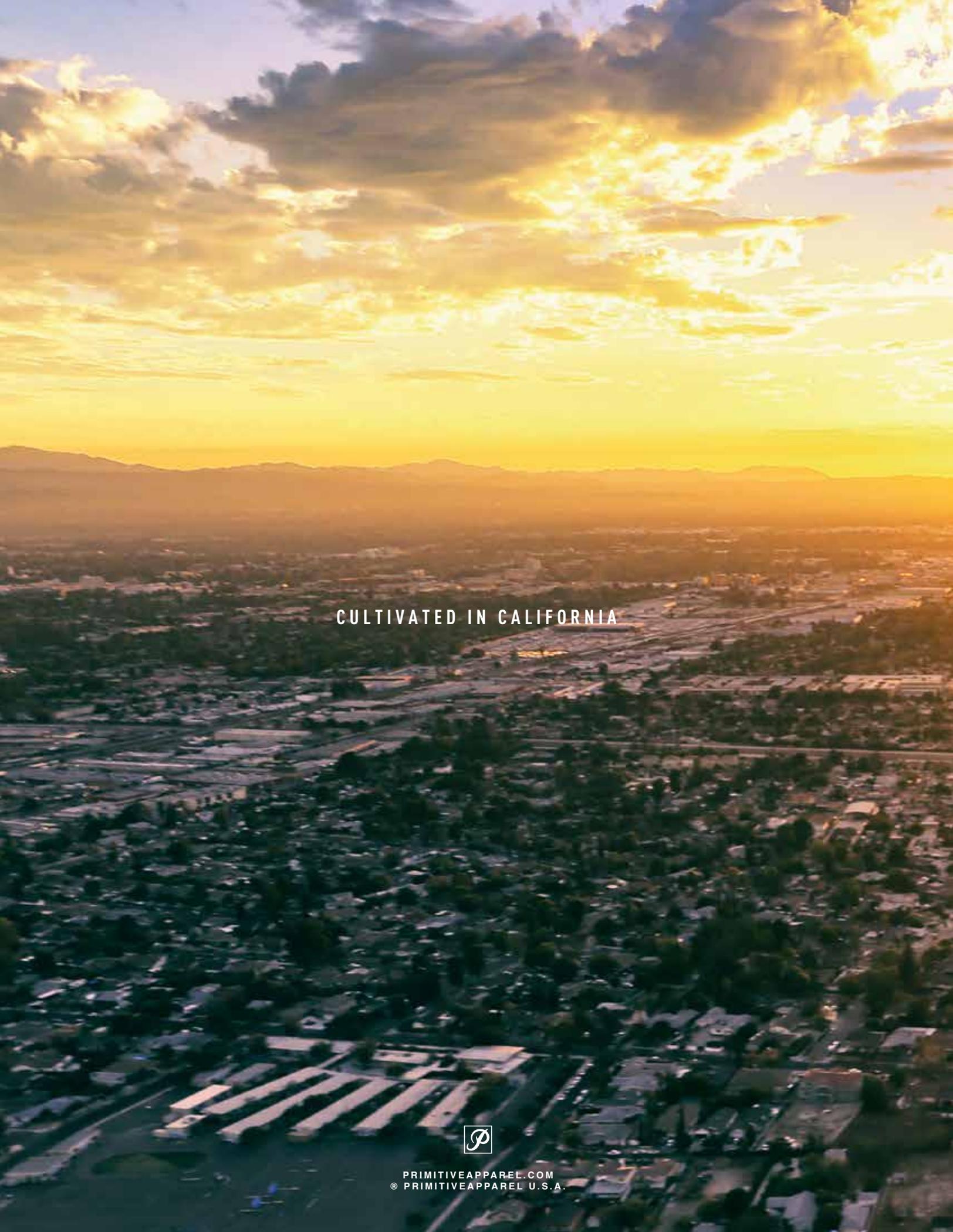
IVY LEAGUE FLEECE PANT / PA117500



FLEECE SHORT / PA117800



CREPED WARM UP SHORT / PA117801

An aerial photograph of a city at sunset. The sky is filled with large, dramatic clouds illuminated from below by the setting sun, creating a golden glow. The sun is positioned near the horizon, casting a warm light over the city and the mountains in the distance. The city below is a mix of residential and commercial buildings, with a prominent industrial or warehouse area in the foreground. The overall mood is serene and expansive.

CULTIVATED IN CALIFORNIA



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