

An aerial photograph of a city at sunset. The sun is low on the horizon, creating a bright orange and yellow glow across the sky and city. The sky is filled with large, dramatic clouds. The city below is a dense grid of buildings and streets, with some greenery visible. In the foreground, there is a large, circular lens flare that partially obscures the view of the city.

*Primitive*

A P P A R E L

SPRING / 2017







# Primitive

A P P A R E L

SPRING / 2017

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**





**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.

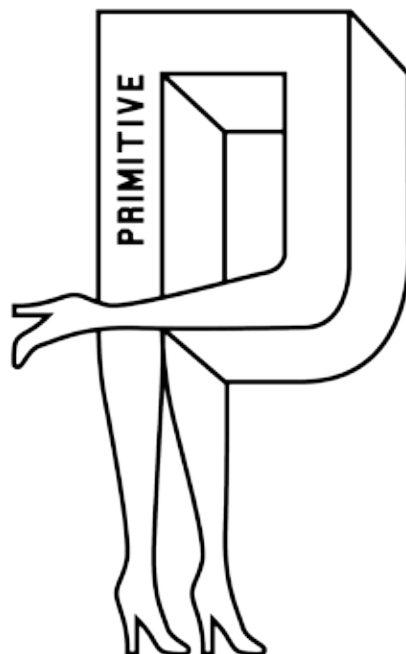


Primitive Worldwide  
Nothing Nice.



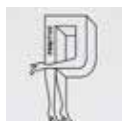
**NICE TEE / PAPSP1700**  
100% cotton jersey

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

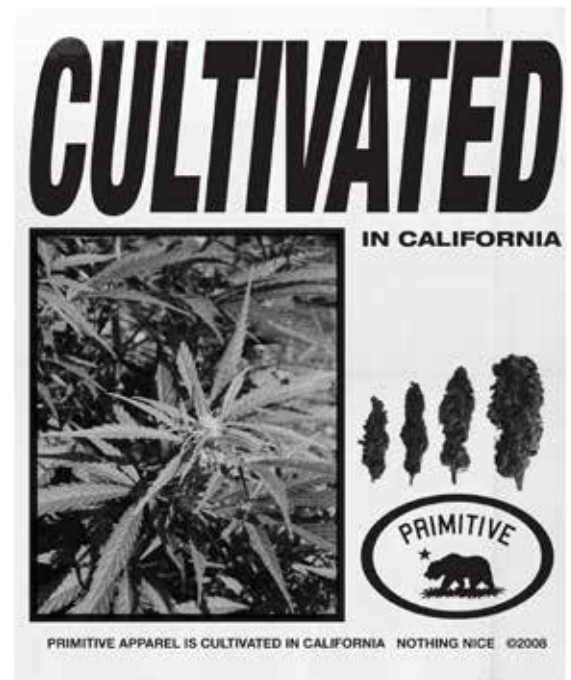


**LEGS TEE / PAPSP1701**  
100% cotton jersey

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

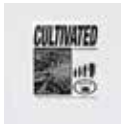






**VINTAGE AD / PAPSP1702**  
100% cotton jersey

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



Front



Back



**SUMO TEE / PAPSP1704**  
100% cotton jersey

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





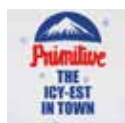
**FAMILY TEE** / PAPSP1705  
100% cotton jersey

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



**KONED TEE** / PAPSP1707  
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

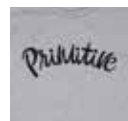


Primitive



**DUSTY TEE** / PAPSP1709  
100% cotton jersey

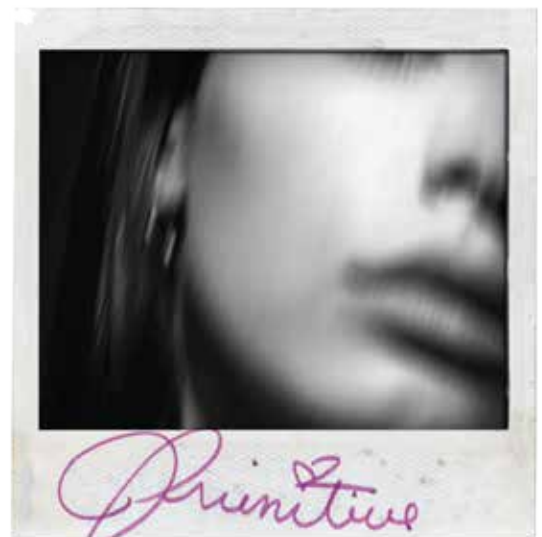
Sizes: S, M, L, XL, XXL Colors: Black, Athletic Heather, Navy





**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

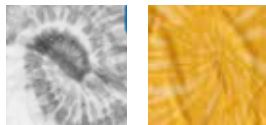






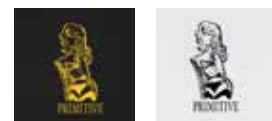
**CHAOS TEE** / PAPSP1711  
100% cotton jersey

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





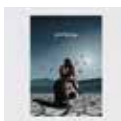
**DIRTY P TEE** / PAPSP1713  
100% cotton Jersey

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



**BADLANDS TEE** / PAPSP1715  
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.



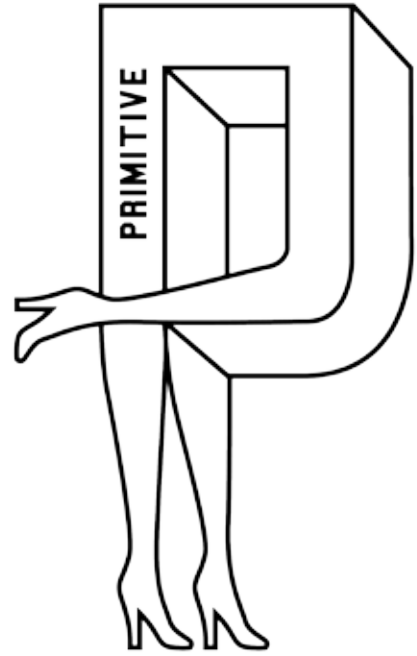
Our **premium mid-weight 300 gram fabric** wears well in all seasons. The semi-brushed finish lends a unique appearance and a comfortable hand. Pre-washed fabric minimizes shrinkage.



**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.

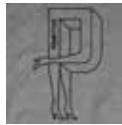






**LEGS CREWNECK / PAPSP1742**  
100% cotton jersey

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



*Primitive*



**DUSTY PULLOVER HOODIE / PAPSP1744**  
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







**JAANIE 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



#### **PANORAK / 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













#### 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, Ecru



#### **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





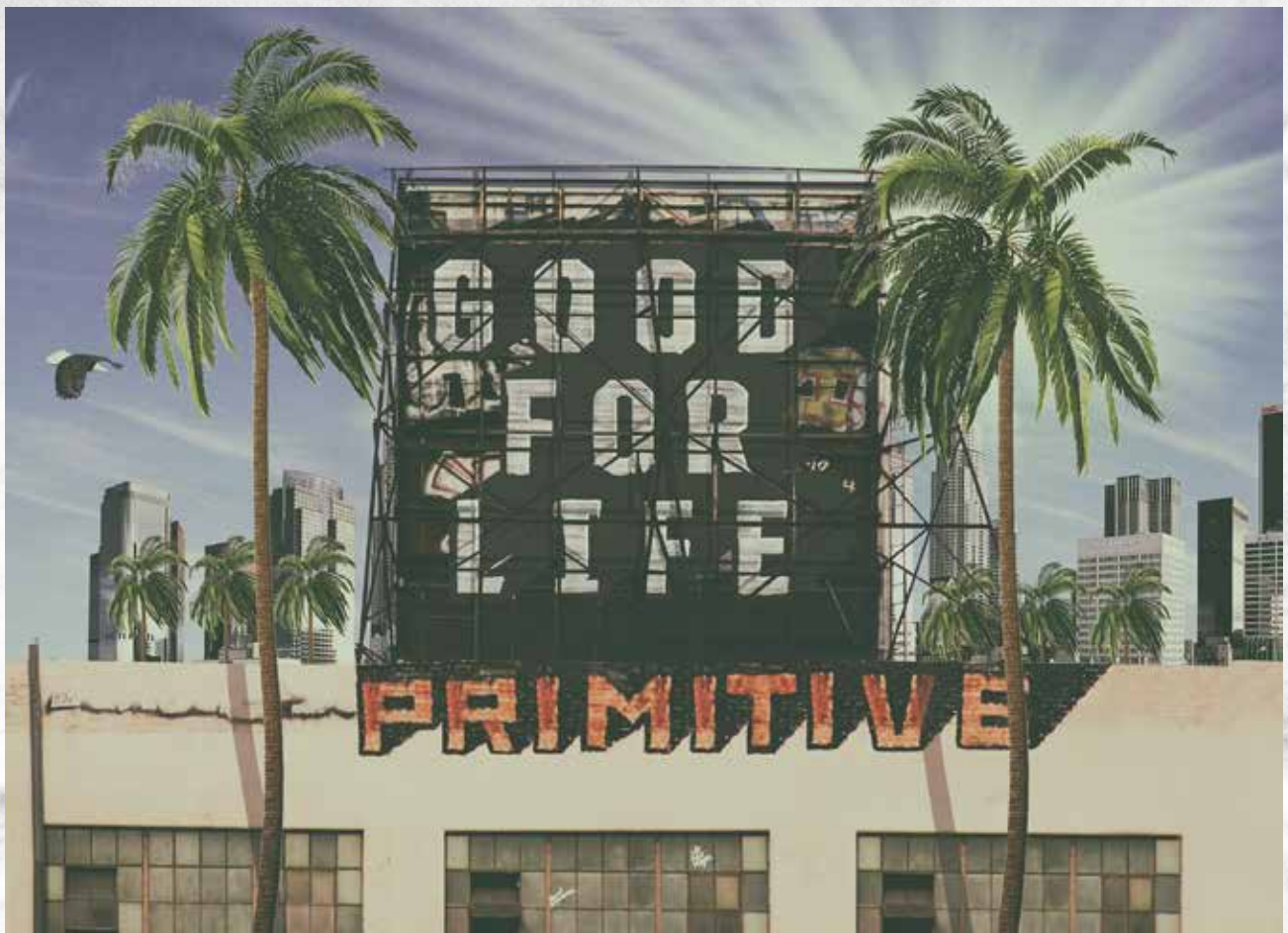
#### **CREPED WARM UP SHORT / PA117801**

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** / PAPSP1720  
100% cotton jersey

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



**ETERNAL TEE** / PAPSP1722  
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

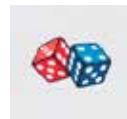


PRIMITIVE



**IVY LEAGUE TEE** / PAPSP1727  
100% cotton jersey

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







**PRIMITIVE<sup>co.</sup>**



**PEACHY TEE** / PAPSP1728  
100% cotton jersey

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



**SIDELINE TEE** / PAPSP1729  
100% cotton jersey

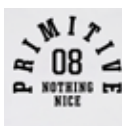
Sizes: S, M, L, XL, XXL    Colors: Black, White





**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

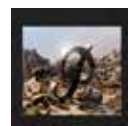




#### APES TEE / PAPSP1733

100% cotton jersey

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

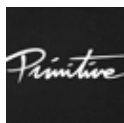


Primitive

#### NUEVO SCRIPT TEE / PAPSP1718

100% cotton jersey

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







#### FRONT TEE / PAPSP1735

100% cotton jersey

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



*Primitive*



*After Coolest Bomb*



#### DOOMED TEE / PAPSP1739

100% cotton jersey

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



# FOR THE \$\$\$

PRIMITIVE WANTS TO SEE IMAGES THAT WE KNOW WILL MAKE YOUR BRAINS GO WILD TO INCLUDE THE FOLLOWING IN OUR GRAPHICS LINE, LINES AND SOMETIMES MORE. SO KEEP WATCHING OUR SITE. THANKS. 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

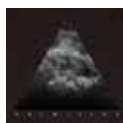
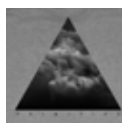


**P R I M I T I V E**



**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

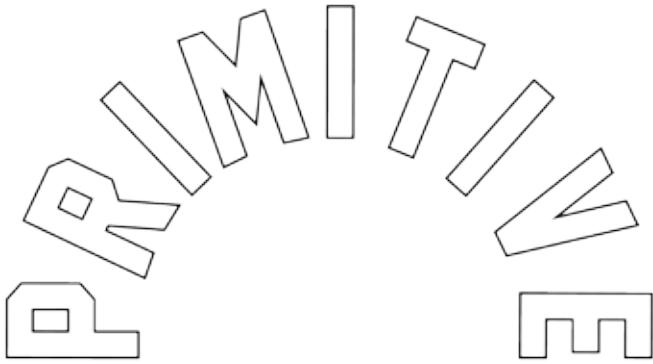


**CLASSIC P L/W** / PAPSP1719  
50% cotton / 50% polyester jersey

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







**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.



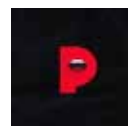
*Primitive*



**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







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**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





#### JAANIE 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 by the low sun, creating a warm, golden glow. In the background, a range of mountains is visible against the horizon. The city below is densely packed with buildings and trees, with some industrial areas featuring large, flat-roofed structures. The overall atmosphere is serene and expansive.

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