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Licensing

An All-Star Line-Up

The new Spike Lee collection will feature one new cap each year.



The beauty of the first few weeks of the season is that every team has a shot at the playoffs. The rookies all look like All-Stars and the veterans haven't started to break down yet. Hope springs eternal on the playing field and in the licensed apparel department. Here is a rundown of potential All-Star top sellers.

A MAJOR MARKETING OPPORTUNITY EXISTS this summer for MLB licensees as the All-Star Game is set to take place at Yankee Stadium in its final year as the home of the Bronx Bombers before they move into their new stadium next season. New Era intends to maximize this opportunity with several All-Star Game spin-off caps, including the launch of the first style in its new Spike Lee Joint Collection.

> **The Spike Lee** series will feature one new cap design to be released internationally each year. The first in the annual collection ties in the 26 New York Yankees World Championships and will be launched at retail in July, the month of the 2008 MLB All-Star Game.

In addition to being a well-known fan of New York's sports teams, Lee has some history in the cap world. He is credited by New Era as launching part of its fashion success. It was Lee who requested a one-of-a-kind red fitted Yankees cap from New Era back in 1996, leading to the brand's first-ever Yankees style in the color red and helping to fuel the market for hats in non-traditional colors.

"We are ecstatic to continue our partnership with such a true New York cultural icon such



Fifth & Ocean is designing for the ladies in its 2008 MLB collection.

as Spike Lee," says John DeWaal, VP-brand communication at New Era. "Working with Spike in the past, we were able to see firsthand his creative abilities and passion for caps and we are excited to expand this partnership into a series that honors our unique relationship with him."

As far as cap trends in general, DeWaal notes that more minimal graphics are in, as opposed

to the loud graphics that were popular 18 months ago. "It's a more conservative and clean look right now," he adds. "But it is still very color driven."

> **Fifth & Ocean:** Back before we were all politically correct, ballparks hosted "Ladies Days," in which women were sold pink tickets at discounted rates. Those days may be gone, but the spirit lives on in contemporary crew necks from Fifth & Ocean. The ladies rib crew-neck has armhole inserts and contrast stitching. MSRP: \$22. The rib crew neck tee with contrast extensions carries a MSRP of \$23.

> **The Stitches collection from Dynasty Apparel** features a range of jackets that are perfect for Opening Day in the Northeast or Midwest, or for those October post-season games when the street savvy fans have ice water running through their veins. Shown below, left to right: LA Dodgers Tricot Track Jacket with shoulder striping, MSRP \$56; St. Louis Cardinals hooded fleece jacket with contrast rib piecing, MSRP \$60; and the New York Mets version is a hooded fleece jacket with contrast sleeves and hood. MSRP \$60.