

## Writing Sample: Champion.com Product Copy

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### ITEM: CLASSIC LONG-SLEEVE TEE, COLORBLOCK FOIL & HIGH-DENSITY C LOGO

#### PRODUCT DESCRIPTION:

##### FOREVER TEE WITH ELEVATED VIBES

The one that never goes out of style, our Classic Long-Sleeve Tee gets a leveled-up look in this season's rich, organic colors and on-trend graphics. Built to stand the test of time with double-needle construction and crafted from a soft, ring-spun cotton-blend, classic fit tee looks great no matter how much you wash it. Ideal worn solo or layered under a hoodie or jacket, with ribbed cuffs and crewneck, script logo back neck tape, and iconic C patch logo to complete the look. Responsibly made with U.S. grown cotton.

- Classic fit is perfect on its own or layered
- Soft, ring-spun cotton blend looks and feels great wash after wash
- Sturdy ribbed cuffs and crewneck
- Champion script back neck tape prevents irritation
- Double-needle construction at collar and hem
- 26-inch front body length
- Made with traceable U.S. grown cotton
- Colorblock C with foil and high-density print logo at chest; iconic C patch logo at left sleeve

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### ITEM: POWERBLEND FLEECE HOODIE, OLD ENGLISH C + SCRIPT LOGO

#### PRODUCT DESCRIPTION:

##### WEEKEND VIBES ALL WEEK LONG

With its easygoing, loose fit, our Powerblend® Hoodie is so comfy you'll want to wear it on the daily. Perfect for layering over tees or pairing with tights and shorts, with an Old English C logo for a pop of bold style. Super soft cotton-polyester blend resists pilling and shrinking, with a brushed interior that keeps you warm without the extra weight. Features classic Champion details like front kanga pocket for keeping essentials close, cotton-lined hood with knotted drawcords, and iconic C patch logo at left wrist for authentic sport style.

- Loose fit
- Warm and comfortable 9 oz. cotton/polyester blend fleece resists shrinking and pilling

- Ribbed cuffs and waistband
- Front kanga pocket for storing essentials
- Cotton-lined hood with knotted drawcords
- Signature stripe twill tape at back neck for comfort
- 24 3/4-inch front body length
- Screenprint Old English C with script logo at chest; iconic C patch logo at left wrist

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#### **ITEM: REVERSE WEAVE TAILORED CROPPED HOODIE, TIE-DYE EFFECT**

#### **PRODUCT DESCRIPTION:**

##### **ON-TREND TIE DYE STEPS UP YOUR HOODIE GAME**

The structured, feminine silhouettes of our Reverse Weave Tailored Collection level up your new season line-up. Distinctive tie-dye effect and modern, cropped length make this hoodie a must-have addition to your regular rotation. Crafted from our classic heavyweight fleece, boxy fit cropped hoodie with high neck is cut on the cross-grain to resist vertical shrinkage so the fit stays true, with a brushed interior for added softness. The details make the difference with ribbed cuffs and waist, ribbed side panels for ease of movement, and pinch pleat at the front for an ultra-feminine touch. Embroidered C patch logo at left wrist adds authentic Champion style. This product runs small; order one size up for best fit.

- This product runs small; order one size up for best fit
- Boxy fit for a casual feel
- Tie-dye effect
- Heavyweight 12 oz. fleece for warmth with a soft, brushed interior
- Reverse Weave™ fleece is cut on the cross-grain to resist vertical shrinkage
- Hood with high neck
- Ribbed cuffs and waistband
- Ribbed side panels for ease of movement
- Pinch pleat and stitching details on front
- Cropped 21.75-inch body length
- Iconic embroidered C patch logo at left wrist

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#### **ITEM: PADDED HOODED JACKET**

#### **PRODUCT DESCRIPTION:**

##### **WARD OFF THE WEATHER IN CLASSIC CHAMPION STYLE**

You'll be ready when the temps drop in this go-to jacket, part of our Reverse Weave Tailored Collection with its structured, feminine silhouettes. Woven stretch nylon, warm

padding, high-neck hood, and covered zip front add extra protection against the elements. Roomy front pockets to keep hands warm and essentials close, belted waist for adjustability, and heritage embroidered C patch logo at left wrist complete the must-have details. This product runs small; order one size up for best fit.

- This product runs small; order one size up for best fit
- Woven stretch nylon fabric
- Tech padding
- High-neck hood
- Covered full-zip front
- Roomy front pockets
- Belted waist for adjustability
- Iconic embroidered C patch logo at left wrist

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**ITEM: VELOUR BLOCKED HOODIE, EMBROIDERED SCRIPT LOGO**

**PRODUCT DESCRIPTION:**

**CLASSIC FAVE GETS A GLAM UPGRADE**

What do you get when you add on-trend luxe details to our iconic hoodie? This season's elevated take on classic Champion style, perfect for topping off your favorite gym looks or heading out on the town. Loose fit hoodie features plush velour yoke, sleeves, pocket trim and hood, mixed with comfortable campus fleece with its soft, brushed interior. The details make the difference with embroidered metallic script logo, cotton-lined hood with drawcords, two front pockets for storing essentials, and ribbed cuffs and waist. Heritage C patch logo at left wrist adds authentic sport vibes.

- Loose fit
- Comfortable 7.4 oz cotton/polyester blend fleece body is brushed for added softness
- Plush 7.4 oz. velour fabric yoke, sleeves, pocket trim and hood
- Cotton-lined scuba hood with drawcords for adjustability
- Two front pockets for storing essentials
- Ribbed cuffs and waistband
- 26-inch front body length
- Embroidered metallic script logo at left chest; iconic C patch logo at left wrist

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