

2026

HEADWEAR & ACCESSORIES

Selling Playbook



BRAND BUILDING BEYOND APPAREL

The Power of Headwear & Accessories

Headwear and accessories are the brand amplifiers that bring identity to life, containing style, function, and storytelling in every piece.

They transform ordinary programs into unforgettable experiences, capturing attention where it matters most and turning everyday moments into brand moments.

As the quiet powerhouses of branded merchandise, headwear and accessories have the power to turn every program into a bold brand statement by creating lasting impressions, elevating presentations, and completing looks.

S&S Activewear offers the industry's largest selection of wholesale blank headwear, with hundreds of in-demand styles across 30+ top brands for every market and decorator need. Use this playbook to explore selling opportunities and accessory pairings that help capture and grow sales with key revenue drivers.

[Shop Headwear](#)

[Shop Accessories](#)



Cover: Huk H1200668 in Moss, Nomadix RUK20RN in Black, Pukka 7001P in Olive Green, Boxercraft BW5404 in Oxford Heather, Boxercraft BW6502 in Oxford Heather, Nomadix TOTMDRN in Black.

Above: Flexfit 6277Y in Navy.

THE POWER OF HEADWEAR & ACCESSORIES

Why These Categories Win



HIGH MARGIN, HIGH IMPACT

Low cost, high perceived value, and unbeatable ROI. Both headwear and accessories stretch marketing dollars while strengthening brand recognition.



PROGRAM BUILDERS

The perfect add-ons to apparel programs, uniforms, and retail collections. Headwear finishes the look; accessories expand its reach. Together, they create cohesive, premium brand kits for onboarding, gifting, or retail display.



THE EVERYDAY BRAND EXTENDERS

From caps and beanies to bags, towels, and blankets, these pieces move through everyday life, traveling from the office to the gym to the weekend getaway, multiplying brand exposure along the way.



UNIVERSAL APPEAL

These are items everyone uses, wears, and keeps, across industries, ages, and seasons. Whether outfitting a corporate team, retail brand, resort shop, or event, they deliver everyday value and lasting impressions.



VERSATILE DECORATION OPTIONS

Embroidery, patches, laser etching, leather, or heat transfer, there's a decoration technique for every style, material, and budget. Easy to personalize and perfect for co-branding.



THE POWER OF HEADWEAR & ACCESSORIES

Trends That Define These Categories

COLOR TRENDS

The most successful colors are those that balance brandability, broad consumer appeal, and practical everyday use.

Core Classics

Timeless, high-contrast essentials that deliver maximum logo visibility and universal appeal across every market.



Black Navy Grey White

Modern Neutrals

Versatile, elevated tones that align with consumer and corporate aesthetics while offering flexibility for branding.



Charcoal Khaki Light Tan Natural

Team Essentials

Bold, recognizable colors that fuel school spirit, team identity, and strong seasonal demand.



Red Royal Forest Gold

Duty-Ready Darks

Durable, hardworking shades designed to hide wear and stains, ideal for service, trade, and specialty work environments.



Navy Earth Saddle Concrete

DEMAND TRENDS

Markets respond most to products that solve a functional need while doubling as effective branded merchandise.



Corporate uniforming, retail merch, schools, and events represent the strongest and most consistent drivers of headwear and accessory sales.



Buyers prioritize items that provide high visibility for branding, making headwear, bags/totes, and towels powerful promotional tools.



Seasonal cycles and team spirit wear create predictable demand peaks, especially in fall (beanies and blankets) and spring/summer (caps and cooling accessories).



Workwear and service industries continue to grow as they rely heavily on durable, functional accessories and headwear for everyday operations.

HEADWEAR & ACCESSORIES

Market Matrix at a Glance



MARKET	GREATEST OPPORTUNITIES	TOP STYLES	GREATEST OPPORTUNITIES	TOP CATEGORIES
Consumers	Trend, event merch, influencers	Dad Hat, Trucker	Retail, gift and event merch	Totes, belt bags, travel accessories
Corporate	Uniforming, giveaways and swag	Fitted, Structured, Trucker, Beanies	Gifting, onboarding and professionalism	Premium totes, blankets, laptop bags
Team	Athletes and fan spirit	Trucker, Fitted Performance Caps, Beanies	Sports and fan spirit	Duffels, rally towels
Specialty Workwear	Workwear, public service, care professionals	Structured Caps, Fitted, Visors, Beanies, Bucket/Booney	Workwear, utility and uniform needs	Aprons, tool bags, cooling towels (MERET accessories)

[Shop Headwear](#)

[Shop Accessories](#)

WHAT TO CONSIDER

When Choosing the Right Hat

CROWN HEIGHT

High-Profile

With a tall front panel and bold structure, high crowns make a statement and offer extra space for decoration—commonly seen in flat-bills and foam truckers.



Mid-Profile

A balanced fit that's not too tall or too tight; mid crowns offer all-day comfort and versatility—perfect for classic truckers and baseball caps.



Low-Profile

This fit sits close to the head for a sleek, laid-back look. It's ideal for modern or unstructured styles like dad hats and pre-curved visor.



CAP SHAPES

Structured

This style has a firm front panel that holds its shape, giving it a crisp, polished look—perfect for bold logos and structured designs.



Unstructured

With a soft, relaxed fit and no internal support, unstructured hats have a laid-back, casual feel that's ideal for everyday wear.



Five-Panel

Featuring a seamless front panel, five-panel hats offer a flat, clean surface great for prints, patches, and standout graphics.



Six-Panel

The most traditional cap style, six-panel hats are contoured to fit the head comfortably and are popular for their sporty, classic look.



CLOSURE TYPE

Snapback

An adjustable plastic snap closure with a classic look that's popular for its ease and iconic streetwear style.



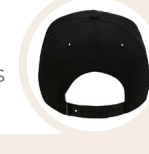
Fitted

No closure here. Fitted hats offer a clean, custom look and are sized for a precise, snug fit.



Flip Buckle

A metal buckle with a fold-over clasp that locks the strap in place for a clean, polished finish.



Side Buckle

Features a sliding metal or plastic buckle that allows easy size adjustment with a casual, low-profile feel.



Hook & Loop

A soft, adjustable strap closure that's easy to adjust and great for quick on-and-off wear.



[Check Out the Headwear Lookbook](#)

CONSUMER AUDIENCE & IDEAL USE

How to Sell to the Consumer Market

LEAD WITH LIFESTYLE.

Consumer buyers respond best when products match how they live, create, travel, and connect. Focus on showing how headwear and accessories naturally fit into their everyday worlds such as social content, events, travel moments, workouts, fan experiences, and volunteer activities.

TAILOR PITCH BY CUSTOMER SEGMENT.

Rebrand for Retail customers want trendy, customizable pieces for merch drops and small collections. Highlight dad hats, truckers, totes, and belt bags as high-impact, low-commitment options.

Events & Experiences need functional, memorable items for trips, concerts, and sport. Sell stadium bags, fanny packs, towels, and travel totes as must-have event essentials.

Group Activities & Giveaways need affordable, bold, large quantity products. Position drawstring bags, rally towels, koozies, and visors as easy-to-brand event solutions.

USE “WHY IT WORKS” TO STRENGTHEN PITCH.

Connect the product directly to the moment: merch drops, fan gear, travel, gifting, charity runs, and awareness events. The more clearly you link the item to the experience, the easier it is for the customer to visualize the value.

SHOW COMPLETE SOLUTIONS.

Bundle hats + bags + small accessories to create consumer-ready sets. This increases average order size and helps customers see how categories work together in real life.

SELL THE CONVENIENCE.

Consumers love items that are stylish, useful, and easy to carry or gift. Emphasize versatility, trend appeal, and function to help them choose quickly and confidently.

AT A GLANCE



For consumers, the key is aligning product with lifestyle behavior. Brand builders want trendy merch. Memory makers want functional souvenirs. Cause supporters need bulk-friendly value options.



Richardson 225 in Navy.

COMPLETE THE LOOK

FROM HEAD TO HAND

Consumer Retail, Gift & Events

Ideal for retail activations such as pop-up shops, e-commerce retail trends, and outdoor event giveaways, offering multi-use versatility as a retail bundle, event swag set, or influencer kit.



SS1000

Independent Trading Co.



CFT

Nomadix



256P

Richardson



HTA

LEGACY

A-Frames deliver a logo-ready shape with a structured front and pre-curved brim.



5772

Liberty Bags



9001

American Apparel



PSB2121

Liberty Bags



1019

BELLA+CANVAS



2050

Valuicap

PRO TIP

Master the Cross-Sell

- Retail:** Bundle a tote + cap + t-shirt as a weekend-wear bundle.
- Event/Giveaway:** Bundle a bandana + cap + tank for outdoor festival kits.
- Uniform:** Bundle a cap + UPF t-shirt + drawstring bag as gym or resort staff kit.

Shop These Markets



**Band
Merch**



**Resort
& Gift**



**Fitness &
Wellness**



Nomadix CFT in Stripes Retro.

CORPORATE AUDIENCE & IDEAL USE

How to Sell to the Corporate Market

LEAD WITH PROFESSIONALISM AND BRAND ALIGNMENT.

Corporate buyers want items that reinforce a polished, unified look or deliver universal gifting appeal. Show how your headwear and accessories help elevate company identity whether in front-of-house roles, sales teams, or hospitality environments.

TAILOR PITCH BY CUSTOMER SEGMENT.

Business Professionals need functional, premium pieces that employees can wear daily. Position structured caps, cotton blends, dad hats, laptop bags, and premium totes as part of a clean, cohesive uniform solution.

Giveaways & Swag Buyers need modern, easy-to-logo items that appeal to everyone. Highlight trucker caps, beanies, totes, and blankets as scalable options for events, onboarding, and appreciation gifts.

EMPHASIZE BRANDABILITY AND CONSISTENCY.

Corporate customers value items that look sharp with logos and maintain brand color standards. Showcase headwear and accessories that offer clean decoration zones, broad color ranges, and dependable quality.

SELL COMPLETE KITS.

Bundle hats + bags, blankets, or tech accessories to create premium onboarding kits, event giveaways, or client gifts. Bundles increase order value and make purchasing easier for HR, marketing, and operations teams.

POSITION PRODUCTS AS SOLUTIONS, NOT SWAG.

Tie each recommendation to a business moment: new-hire welcome kits, customer appreciation events, employee uniforms, conferences, and team branding initiatives. Corporate buyers respond when they see how products support their programs and strengthen relationships.

AT A GLANCE



Corporate customers want items that reinforce brand professionalism or deliver universal appeal for gifting. The key is offering clean, brandable styles for business teams and widely appealing, customizable items for swag and onboarding.



adidas A2017 in Collegiate Navy, Nomadix BP25RN in Black, North End NE731 in Classic Navy/White, North End NE730W in Classic Navy/White.

COMPLETE THE LOOK

FROM HEAD TO HAND

Corporate Brand Program

Perfect for corporate events, branded staff programs, and trade show activations, this collection transitions seamlessly between onboarding gifts, client appreciation packages, and elevated, retail style uniforms.



TOTMDRN
Nomadix



5001
Flexfit



64000
Gildan



112PL
Richardson



CST
Nomadix



CE712
CORE365



1384673
Under Armour



41800
AllPro



A401
adidas

Laptop Sleeve



1715
Liberty Bags

Thoughtful styles crafted with responsible materials for corporate needs.

PRO TIP

Master the Cross-Sell

- Trade-Show Giveaways:** Towel + cap + t-shirt.
- Corporate Onboarding Kits:** Cap + polo + backpack.
- Uniform Refresh:** Performance cap + corporate polo.

Shop These Markets



Corporate



Nomadix TOTMDRN in Black.

SCHOOL & TEAM AUDIENCE & IDEAL USE

How to Sell to the School & Team Market

LEAD WITH IDENTITY AND SPIRIT.

School & Team buyers want products that strengthen team pride and fan engagement. Position headwear and accessories as tools that help athletes look unified and help fans feel connected to the action.

TAILOR PITCH BY CUSTOMER SEGMENT.

Athletes need durable, functional, team-color options that stand up to practice, travel, and game day. Emphasize truckers, performance caps, duffels, and cooling towels as essential gear for both players and coaches.

School & Team Fans want seasonal, comfortable, giftable items. Highlight retro truckers, beanies, blankets, rally towels, and totes as perfect spirit wear and fundraising pieces.

SELL THROUGH MOMENTS.

Tie recommendations to real school and team needs: spirit weeks, booster events, tournaments, team travel, alumni weekends, student merch, and fundraising initiatives. Connecting products to specific events makes ordering easier and increases the sense of urgency for buyers.

OFFER BUNDLED, MULTI-CATEGORY SOLUTIONS.

Combine hats + bags + rally accessories to create spirit packs, fan kits, or team packages. Bundles increase order value and hit multiple buyer motivators (team identity, convenience, fundraising potential).

USE TEAM COLORS AND SEASONALITY TO DRIVE URGENCY.

School & Team buyers respond strongly to color-matching and seasonal drops. Position headwear and accessories as must-haves for fall sports seasons, winter spirit events, and spring tournament cycles.

AT A GLANCE



School & Team buyers want products that build identity—performance gear for athletes and spirit wear for fans. Focus on durability, team colors, and seasonal merchandising opportunities.



Russell Athletic R0593B in White, adidas A596 in Collegiate Navy, adidas A2000 in Grey Three, Liberty Bags SB291614 in Black, Richardson 835 in White.

COMPLETE THE LOOK

FROM HEAD TO HAND

School & Team Spirit

Designed for athletic teams, school clubs, and spirit wear programs, as well as game day retail and campus store bundles, this collection offers multiuse versatility for uniforms, sideline gear, and fan favorites.



8881
Liberty Bags



PSB1118
Liberty Bags



TT11
Team 365



TT71
Team 365



VC300A
Valucap



18900
Gildan

Performance TT801 and Youth companions available



TT802
Team 365



1369224
Under Armour



245
Tultex



SP15
Sportsman

PRO TIP

Master the Cross-Sell

- Game-Day Retail:** Cap + towel for fans.
- Team Uniform:** Trucker cap + polo for sideline staff or coaches.
- Club Gifting:** T-shirt + tote for team members.

Shop These Markets



Augusta Sportswear 1518 in Royal/White, Team 365 TT400Y in Sport Red, Team 365 TT11SHY in Sport Red, Under Armour 1378676 in White/ Halo Grey, Under Armour 1350097 in Steel/White.

SPECIALTY WORKWEAR AUDIENCE & IDEAL USE

How to Sell to the Specialty Workwear Market

LEAD WITH FUNCTION AND DURABILITY.

Specialty Workwear buyers prioritize performance over trend. Position headwear and accessories as essential tools that help workers stay safe, comfortable, and productive—no matter the environment.

TAILOR PITCH BY CUSTOMER SEGMENT.

Care Professionals need lightweight, comfortable, hygienic items for long shifts. Highlight dad hats, visors, lightweight bags, and drawstring totes as easy-to-clean essentials.

Trade Professionals demand rugged, durable gear that withstands harsh conditions. Emphasize structured caps, safety beanies, tool bags, cooling towels, and bandanas as job-site must-haves.

Service Industry Workers (FOH/BOH) need simple, cleanable, practical items. Suggest dad hats, mesh caps, aprons, and totes as high-use staples for busy kitchens and cafés.

Public Safety Professionals require tactical, compliant, uniform-ready options. Promote structured caps, booney hats, hi-vis vests, tactical bags, and pouches as field-ready gear.

USE SAFETY, COMFORT, AND COMPLIANCE AS YOUR STRONGEST VALUE PROPS.

Workwear buyers respond when products clearly support daily performance protection from the sun, durability on job sites, washability for hygiene, or alignment with agency and uniform requirements.

BUNDLE ESSENTIALS FOR ROLE-BASED SOLUTIONS.

Create ready-to-order kits for each sector like “Job Site Packs” (cap + cooling towel + tool bag), “FOH/BOH Kits” (mesh cap + apron + towels), or “Field Response Kits” (booney hat + hi-vis vest + tactical pouch) to see full solution and increase cart value.

CONNECT PRODUCTS TO REAL WORK ENVIRONMENTS.

Frame each recommendation around where it’s used: kitchens, construction sites, clinics, warehouses, or field operations.

AT A GLANCE



Specialty workwear customers prioritize function. The right products help them stay safe, comfortable, and productive—whether on a jobsite, in a kitchen, in clinical settings, or in the field.



Artisan Collection by Reprime RP126 in Indigo Denim, Columbia 161795 in Dark Mountain Quad Check.

COMPLETE THE LOOK

FROM HEAD TO HAND

Specialty Workwear Essentials

Ideal for outfitting essential workers across healthcare, trade professions, service industry roles, and public safety teams. Supports uniform programs, onboarding kits, job-ready bundles, and operational gear upgrades with practical, durable, multi-use items designed for demanding work environments.



RP123
Artisan Collection
by Reprime



1501KC
YP Classics



M10101NB-M
MERET



M348
Harriton



B120-131
Kishigo



1400DD
DRI DUCK



3702
DRI DUCK



Q600
Q-Tees



5180
Hanes



110M
Flexfit

PRO TIP

Master the Cross-Sell

- ♥ **Care Worker Essentials:** Tote bag + lightweight fleece + beanie.
- ✂ **Trade Job-Site Bundle:** Structured work cap + safety tee + tool bag.
- △ **Service Industry Refresh:** Mesh-back cap + apron + performance t-shirt.
- ♥ **Public Safety Field Pack:** Booney hat + tactical bag + hi-vis vest.

Shop These Markets



[Industrial & Workwear](#)



[Medical & Spa](#)



[Restaurant & Hospitality](#)









MERET P310 in Red.

TOP DECORATION TECHNIQUES

Transforming headwear and accessories into brand identity.

HEADWEAR DECORATION

DECORATION TYPE	IDEAL USE	VISUAL IMPACT
 3D Puff Embroidery	Athletes & team hats	Dimensional, bold look
 Flat Embroidery	Corporate & uniform programs	Clean, professional
 Leather or PVC Patches	Retail, trend-focused	Elevated, trendy finish
 Sublimated Patches	Events & giveaways	Vibrant, detailed logos
 Heat Transfer / DTF	Lightweight tech hats	Smooth, flexible branding
 Woven Label or Tag	Streetwear & micro brands	Subtle branding

ACCESSORY DECORATION

DECORATION TYPE	IDEAL USE	VISUAL IMPACT
 Embroidery	Corporate gifting, resorts, premium programs	Classic, high-end detail that adds texture and value
 Flat Embroidery	Blankets, leather patches on bags	Sophisticated tone-on-tone finish with lasting appeal
 Leather or PVC Patches	Event giveaways, beach towels, branded totes	Bold, colorful logos with smooth application
 Sublimated Patches	Micro brands and retail collections	Subtle, elevated branding for a finished, boutique look
 Heat Transfer / DTF	Stadium blankets, spirit gear, fan merchandise	Dimensional, tactile look with nostalgic flair
 Woven Label or Tag	Leather or faux-leather bags	Clean, understated mark that conveys premium quality

Embellishment Solutions

Direct-to-Film Transfers

LEVEL UP YOUR HEADWEAR AND ACCESSORIES PITCHES THIS YEAR

Use these quick-hit tools to spark ideas, simplify selling, and show customers the value of complete branded kits.

- ✓ Refresh your headwear and accessories lineup with discounted **Product Samples** to show customers the latest styles and finishes.
- ✓ Pitch bundled looks by pairing apparel, bags, and hats using **Flyer Builder**, making it easy for clients to visualize complete branded kits.
- ✓ Inspire customer confidence with color trends using **Shop by Color** to quickly match logos, team colors, and seasonal palettes.
- ✓ Showcase the breadth of S&S headwear and accessory brands with digital or print **Catalogs & Guides** that highlight top sellers, new releases, and category strengths.
- ✓ Recommend decoration options early with **Embellishment Solutions** and **DTF Transfers**, ensuring hats, bags, and accessories are logo-ready from the start.

[This is S&S Activewear](#)

[Help Center](#)



Top: Huk H1200668 in Moss, Nomadix RUK20RN in Black.
Bottom: Columbia 191132 in White Marled.

YOUR 2026 HEADWEAR & ACCESSORIES PLAYBOOK IN ACTION

Your guide to capturing attention, elevating brands, and selling smarter with S&S.

The 2026 Headwear & Accessories Selling Playbook gives you the tools to sell with purpose. Use the trends, collections, and strategies in this guide to match the right hats, bags, and essentials with your customers' goals and seasonal opportunities.

Focus on connecting brands to the moments that matter most. Whether outfitting employees, fueling fan spirit, supporting events, or launching new merchandise, every recommendation in this playbook is designed to help you grow sales and strengthen relationships.

With S&S Activewear's unmatched product depth, category expertise, and ready-to-use marketing tools, you have everything you need to plan ahead and deliver standout headwear and accessory solutions all year long.

[Shop Headwear](#)

[Shop Accessories](#)

[Get the Headwear Lookbook](#)



Nomadix CNM in Stripes Multi.