

A Spider-Man figure in a crouching pose, wearing his iconic red and blue suit, is positioned in the upper left corner of the slide. The background is a dark red gradient with faint, light-colored geometric shapes.

# MARVEL

Q4 FY24

**MARVEL**  
BRAND PRODUCT STRATEGY



# GROOT EVERGREEN

## Q4 FY24

### STRATEGY

- Maximize Groot's increasing popularity with a strategic refresh that works for all demographics and a broad spectrum of product types
- Ensure Groot's various personalities and humor cuts through within the assortment
- Focus on category revenue drivers within the assortment that can work back into key items statements (e.g., Headbands, Drinkware, Plush, etc.)
- Refresh as needed in category throughout the two-year PLC

<b>POSITIONING</b>	Volume Driver
<b>SET DATE</b>	07.01.2024 (SET DATE TYPE – FLOW)
<b>LIFECYCLE</b>	07.01.2024 - 06.27.2026 (2 Years, with refreshes as needed)
<b>COMP</b>	Q423 Groot Evergreen
<b>ITEM COUNT</b>	22 New Items (+ CF)
<b>EXCLUSIVITY</b>	O&O & FBM
<b>TARGET DEMO PSYCHOGRAPHIC</b>	Merch Mainstreamer
<b>KEY CATEGORIES/ITEMS</b>	Adult Accessories, Adult Apparel, Home, Youth Accessories, Youth Apparel, Plush, Toys

### GO TO MARKET STRATEGY/REQUESTS

- Commercialize in both Disney and Marvel channels
- Marvel evergreen packaging



GROOT EVERGREEN



ROCKET  
+  
GROOT

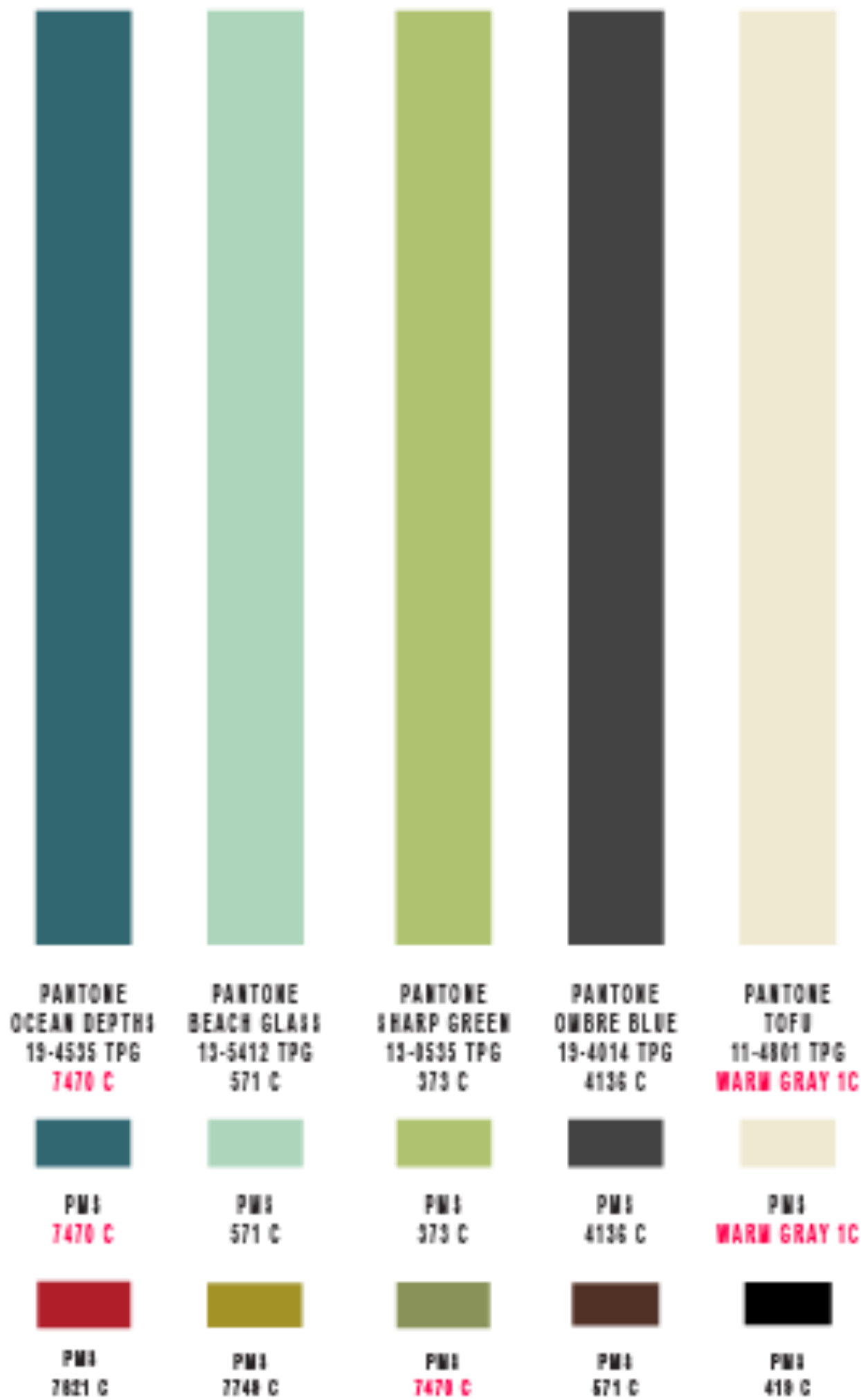




# Q4 FY24 GROOT EVERGREEN COLOR PALETTE



MERCH  
MAINSTREAMER





SOLID BACK NECK TAPE



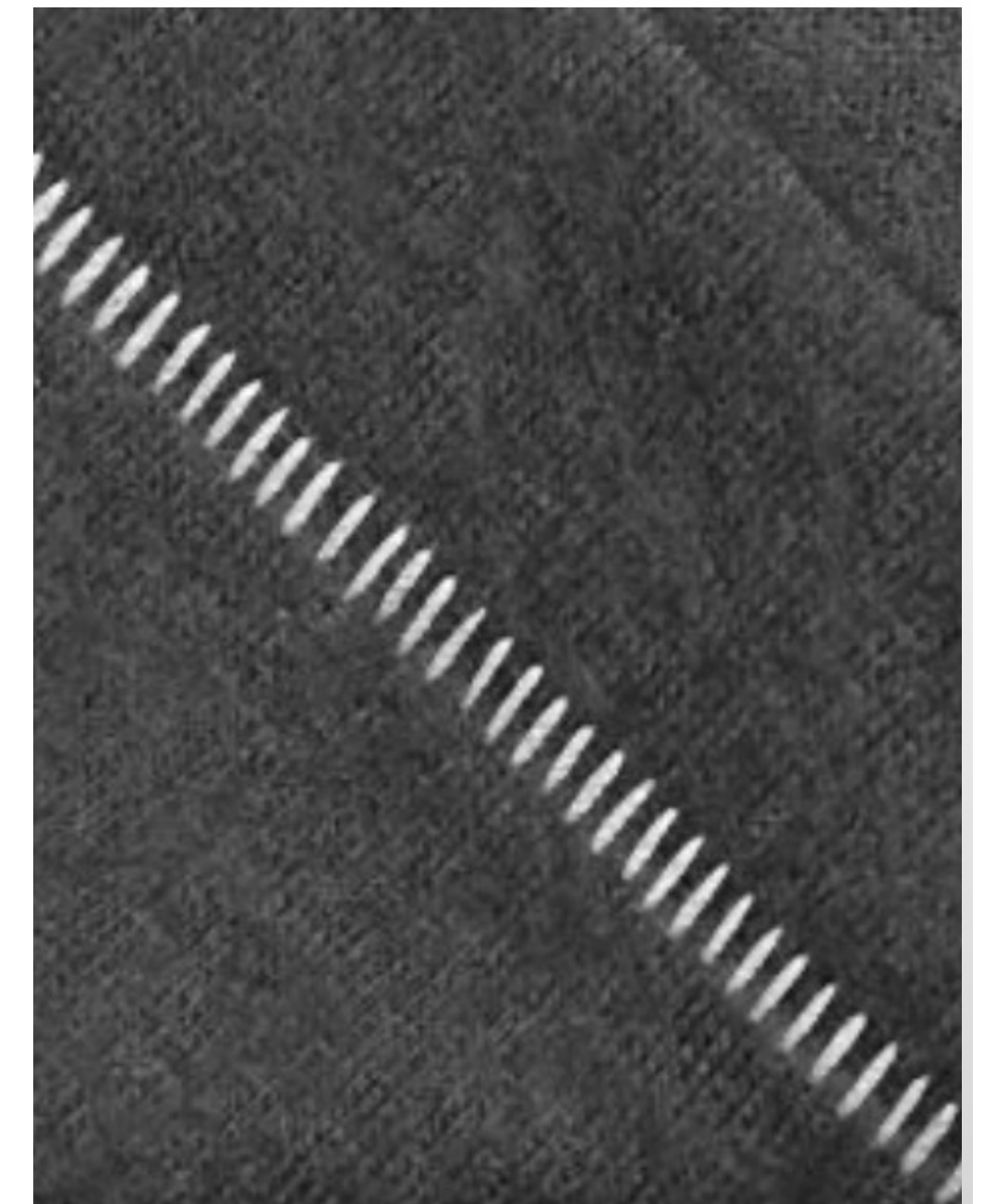
DIGITAL PRINT



VELVET THROW



EMBROIDERY



LADDER STITCH



Q4 FY24  
GROOT EVERGREEN  
ASSORTMENT OVERVIEW



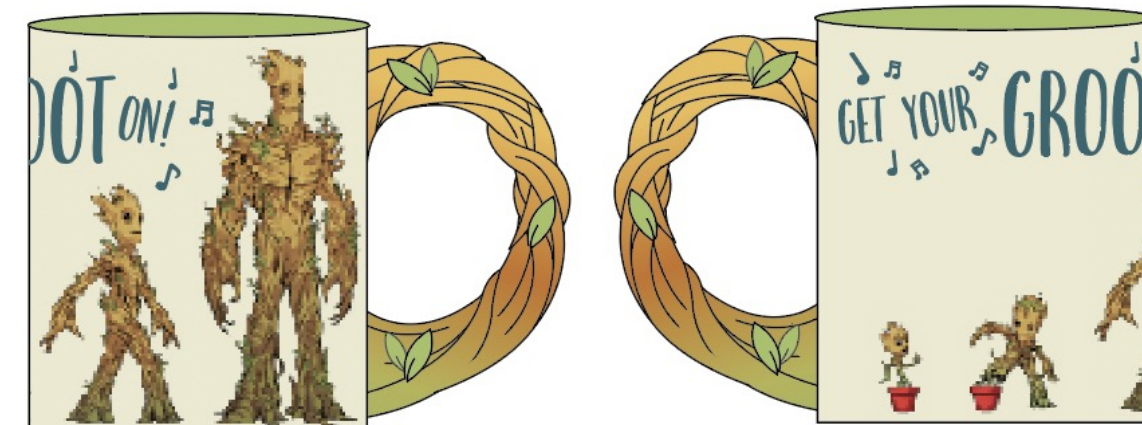
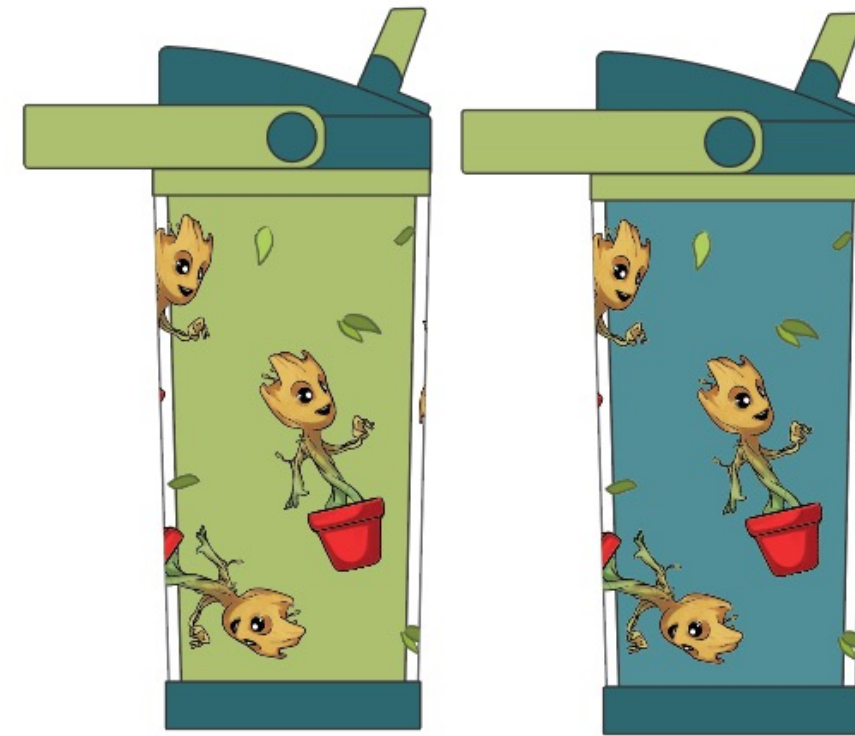
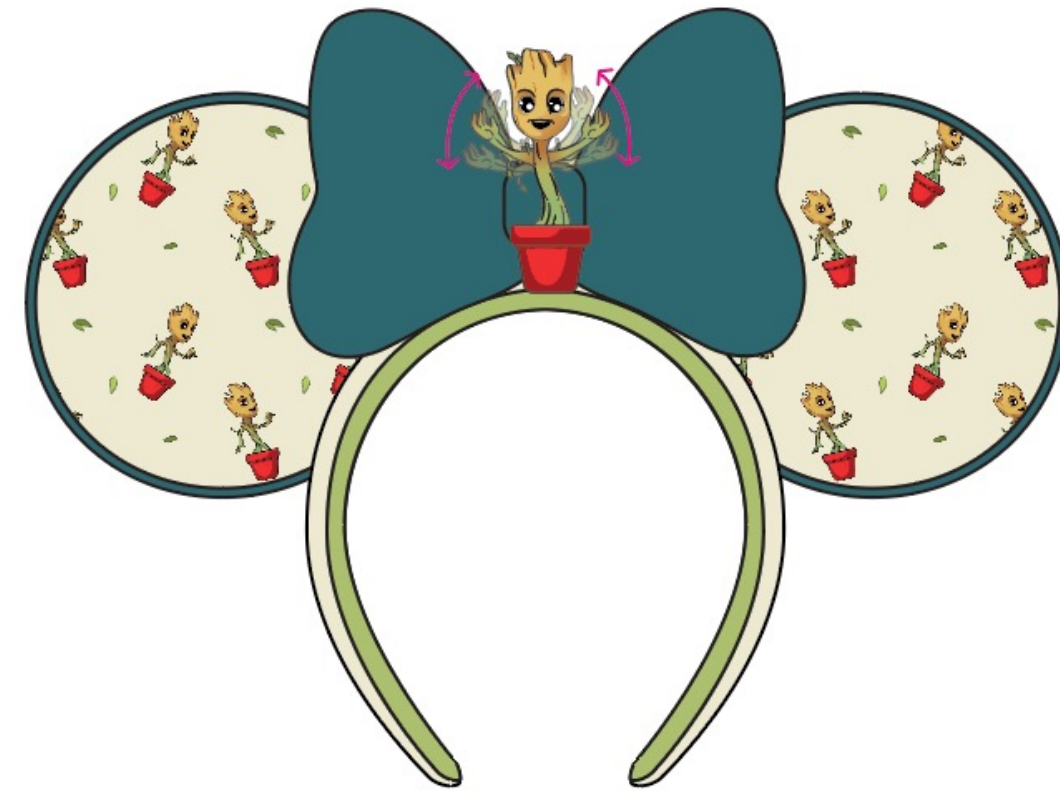
MERCH  
MAINSTREAMER



Q4 FY24  
GROOT EVERGREEN  
ASSORTMENT OVERVIEW



MERCH  
MAINSTREAMER





**Q4 FY24**  
**GROOT EVERGREEN**  
 ADULT APPAREL



**MERCH**  
**MAINSTREAMER**



**GROOT 424 PRMSST ADM**

GRC# 1000021455

MSRP \$34.99

- Art Application: Digital Print
- Details: Set in Sleeve, Velvet Back Neck Tape
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body – 180 gsm, 1x1 Rib – 200gsm
- Sizing: S-3XL
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O and FBM

**GROOT 424 PRMSST ADW**

GRC# 1000021498

MSRP \$34.99

- Art Application: Digital Print, Embroidery On Text
- Details: Set in Sleeve, Velvet Back Neck Tape
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body - 180gsm, 1x1 Rib - 200gsm
- Sizing: XS-3X
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O and FBM

**GROOT 424 HDFLC ADL**

GRC# 1000021456

MSRP \$54.99

- Art Application: Digital Print, Puff Print
- Details: Set in Sleeve, Velvet Back Neck Tape, Natural Braided Drawstring
- Fabric: CVC Fleece – 60/40 Organic Cotton/ Recycled Poly, 1x1 Rib
- Weight: Main Body – 300gsm, 1x1 Rib – 320gsm
- Sizing: S-3XL
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O and FBM

**GROOT 424 FLC ADL**

GRC# 1000021499

MSRP \$49.99

- Art Application: Digital Print, Puff Print On Text
- Details: Drop Sleeve, Velvet Back Neck Tape
- Fabric: CVC Fleece – 60/40 Organic Cotton/ Recycled Poly, 1x1 Rib
- Weight: Main Body – 300gsm, 1x1 Rib – 320gsm
- Sizing: XS-3X
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O and FBM



**GRT RKT PRGA T YTH**

GRC# 1000021236

MSRP \$24.99

- Art Application: Digital Print, Heat Transfer Rubber Print
- Details: Set in Sleeve, Velvet Back Neck Tape
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body – 180 gsm
- Sizes: XXS(3)-XL(14)
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging Type | None

Global O&O and FBM



**GRT DANC FSH POFLC YTH**

GRC# 1000021237

MSRP \$44.99

- Art Application: Digital Print, Puff Print on text
- Details: Drop Sleeve, Velvet Back Neck Tape
- Fabric: CVC Fleece – 60/40 Organic Cotton/ Recycled Poly, 1x1 Rib
- Weight: Main Body – 280gsm, 1x1 Rib - 300gsm
- Sizes: 2 to 13
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging Type | None

Global O&O and FBM



**GRT AOP TNK YTH**

GRC# 1000021238

MSRP \$24.99

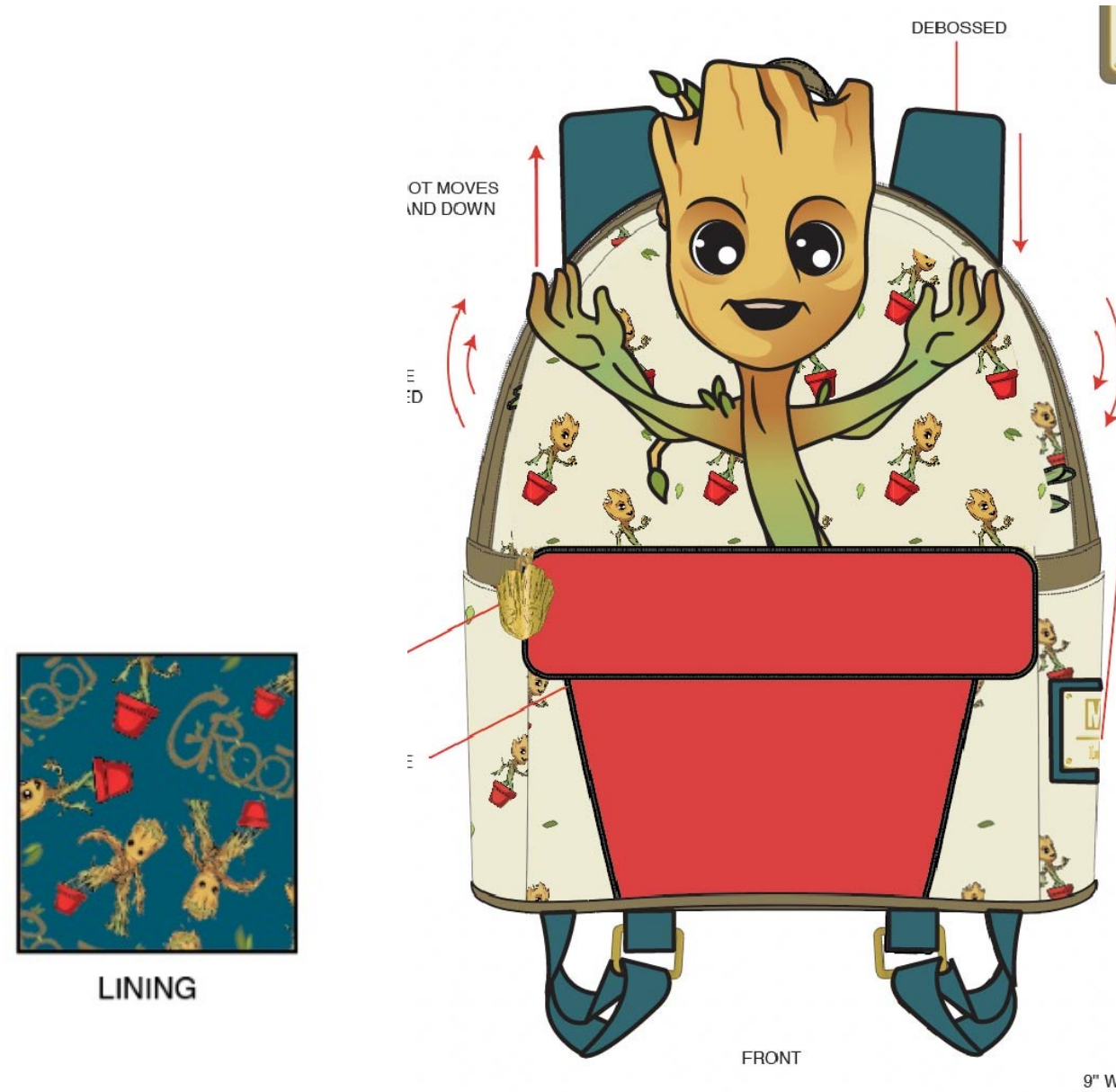
- Art Application: All Over Print
- Details: Shirring on Front & Back
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body – 165 gsm
- Sizes: 2 to 13
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging Type | None

Global O&O and FBM

**Q4 FY24**  
**GROOT EVERGREEN**  
 ADULT ACCESSORIES



MERCH  
 MAINSTREAMER



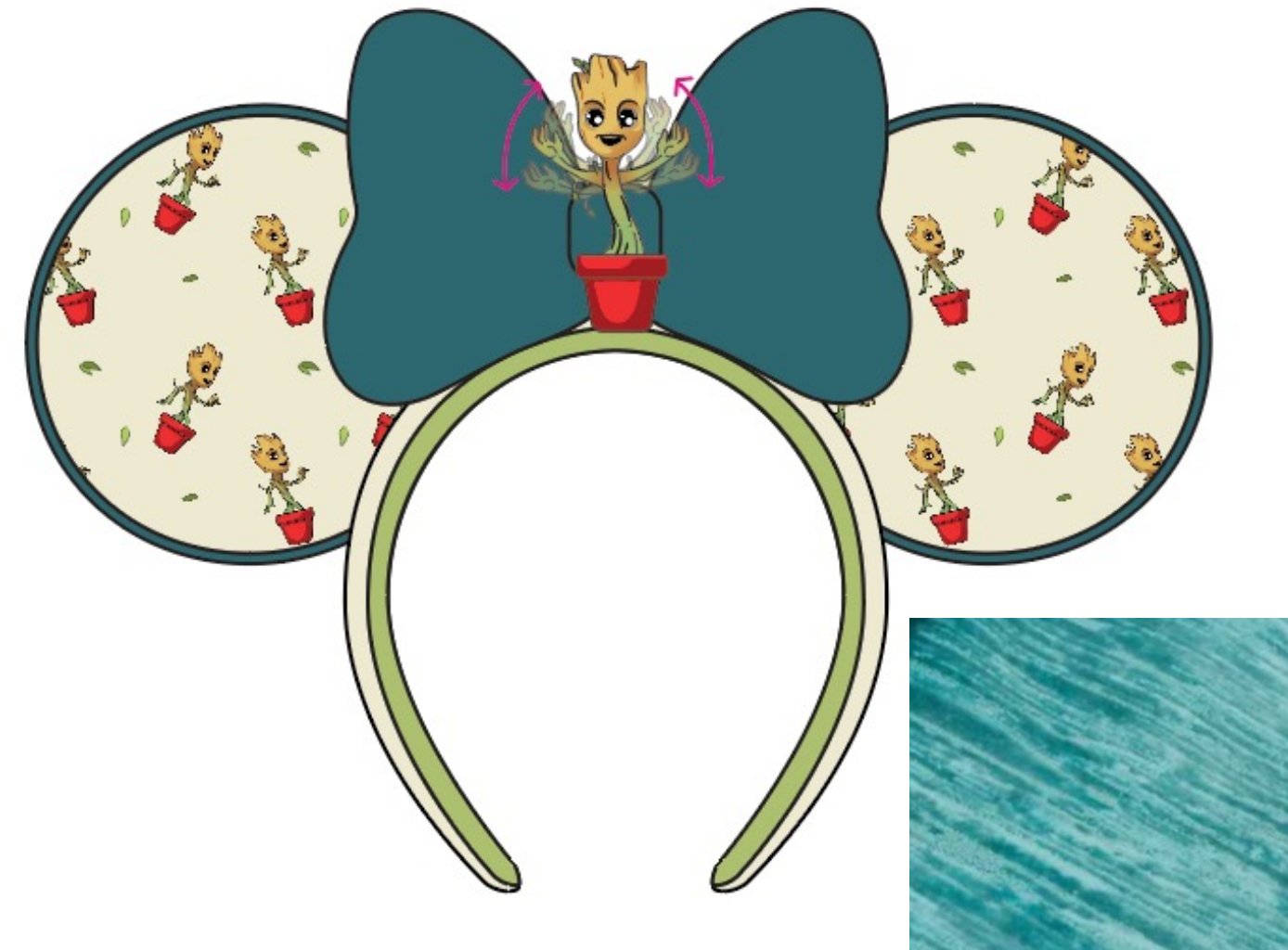
LINING

**GROOT 424 LF MBKPK**

GRC# 1000021453

MSRP \$85.00

- Art Application:
- Details:
- Dimensions:
- Materials:
- Sizing: N/A
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O



**GROOT 424 ERHDBD ADL**

GRC# 1000021452

MSRP \$29.99

- Art Application: AOP on ears, textured velvet fabric bow. Groot is enamel badge on center of bow.. His arms will pivot so they move around as you walk so it looks like he's dancing.
- Details:
- Dimensions:
- Materials:
- Sizing: One Size
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O

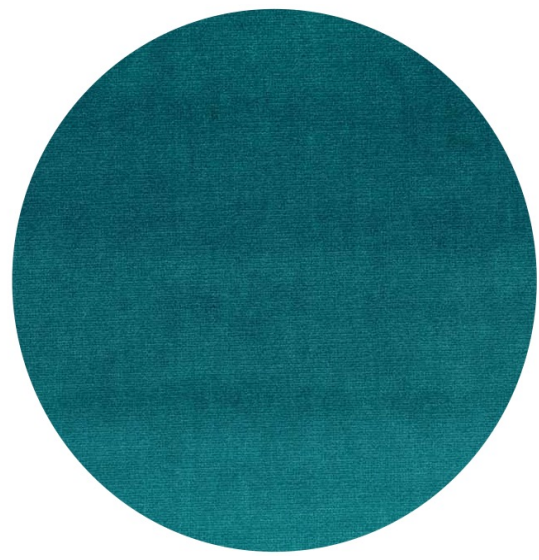


**GROOT 424 MB+ OE**

GRC# 1000021454

MSRP \$39.99

- Art Application:
- Details:
- Dimensions:
- Materials:
- Sizing: N/A
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O

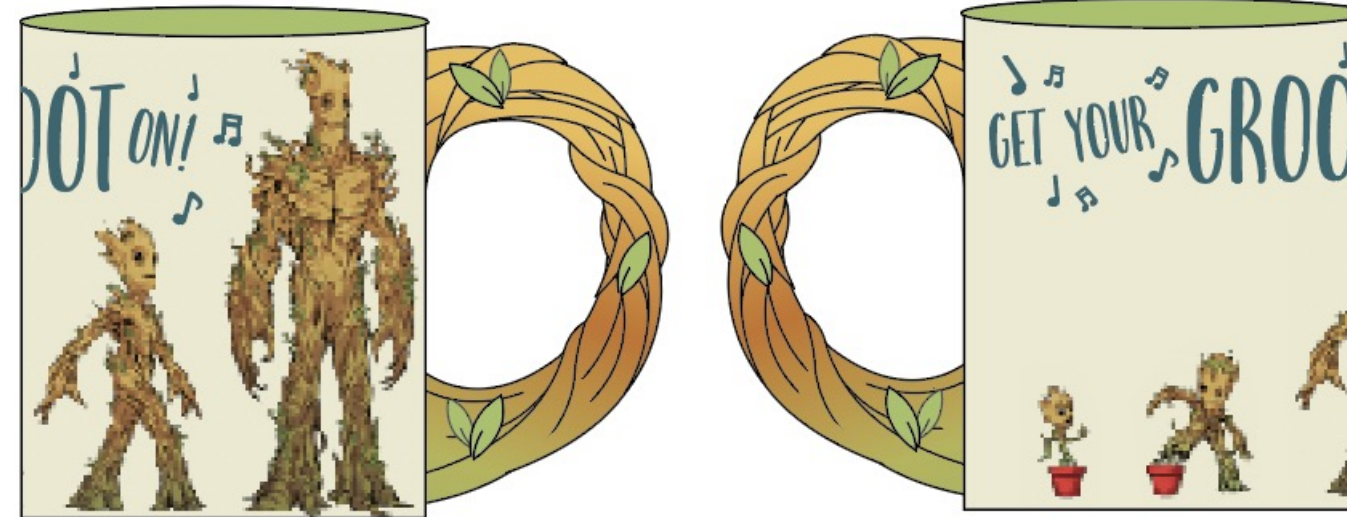


**GRT GYGO VLVT THROW**

GRC# 1000021253

MSRP \$59.99

- *Art Application: Textured velvet throw w/ tassels*
  - *Details: Embroidery on Groot, verbiage and music notes*
  - *Dimensions: 50" x 60"*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | Carding with Ribbon*
- Global O&O and FBM*

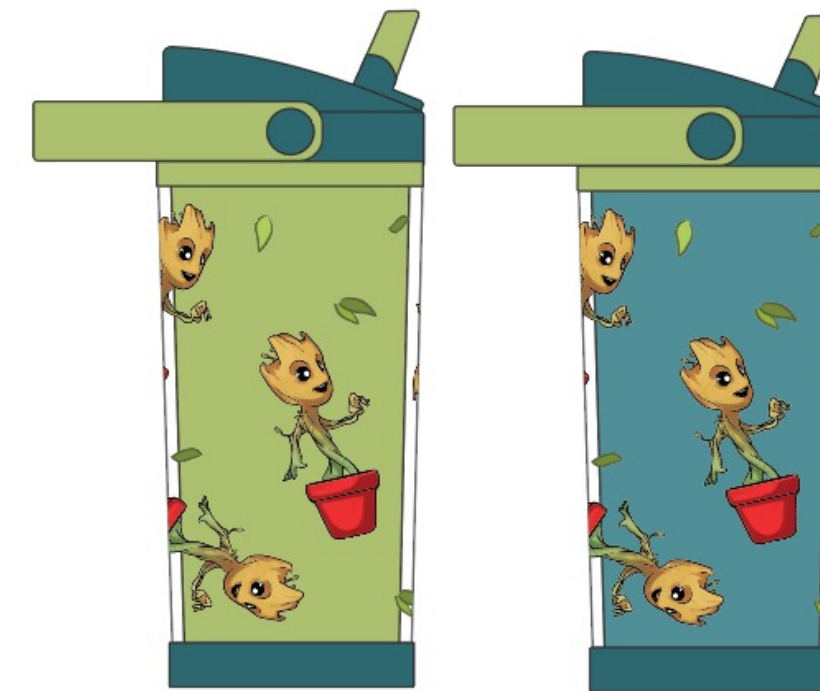


**GRT GYGO MUG**

GRC# 1000021256

MSRP \$19.99

- *Art application: Sculpted handle, raised low relief Groots*
  - *Details:*
  - *Dimensions: Appx. 4" x 3.5"*
  - *Materials: Ceramic*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | None*
- Global O&O and FBM*



**GRT CC AC WTRBL YTH**

GRC# 1000021261

MSRP \$14.99

- *Art Application: Printed art w color change background: goes from green to blue with cold water added*
  - *Details: Plastic double walled tumbler w straw flip top spout*
  - *Dimensions: 7.5" H(to top of lid) x 2.5" W*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | None*
- Global O&O and FBM*



# GOTG: ROCK STARS

Q4 FY24

## STRATEGY

- Create GOTG program that can be windowed outside of Cosmic Rewind and Mission Break Out
- New style guide will lean into the successful rock star aesthetic in graphics and silhouettes
- A narrow offering of attraction specific graphics/items will anchor statements in Cosmic Rewind and Mission Break Out

<b>POSITIONING</b>	Refresh
<b>SET DATE</b>	07.01.2024 (SET DATE TYPE – FLOW)
<b>LIFECYCLE</b>	07.01.2024 - 06.27.2026 (2 Years, with refreshes as needed)
<b>COMP</b>	GOTG: Cosmic Rewind – Guardians as Rock Stars
<b>ITEM COUNT</b>	18 New Items
<b>EXCLUSIVITY</b>	O&O & FBM (Depending on Item)
<b>TARGET DEMO PSYCHOGRAPHIC</b>	Fan It All
<b>KEY CATEGORIES/ITEMS</b>	Adult Accessories, Adult Apparel, Home, Trading, Youth Accessories, Youth Apparel

## GO TO MARKET STRATEGY/REQUESTS

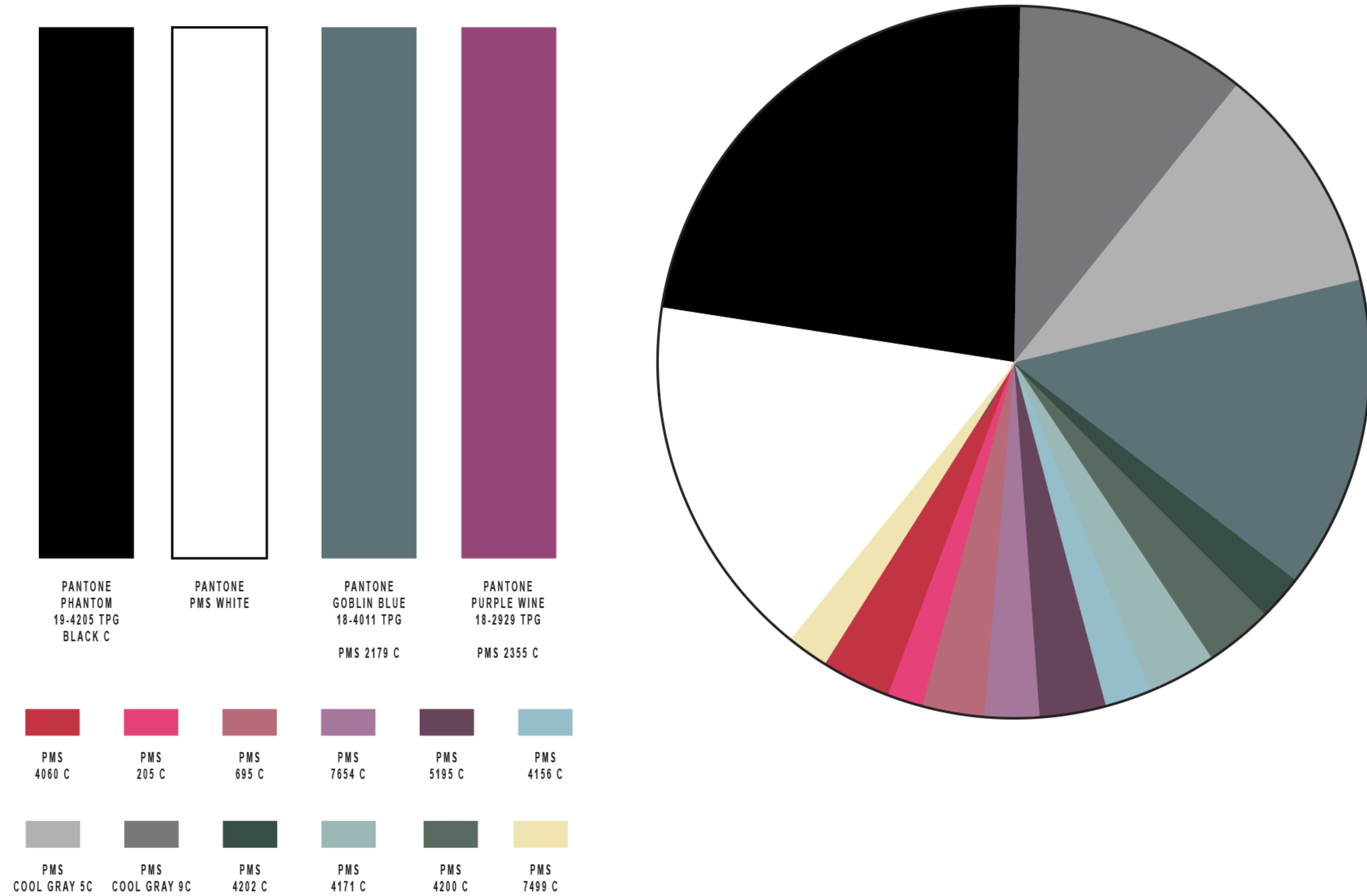
- Commercialize in both Disney and Marvel channels
- Marvel evergreen packaging
- Set with 80% of assortment IN-DC



# EVERGREEN GUARDIANS



**Q4 FY24**  
**GOTG: ROCK STARS**  
 COLOR PALETTE





RAISED TEXT



MINERAL WASH



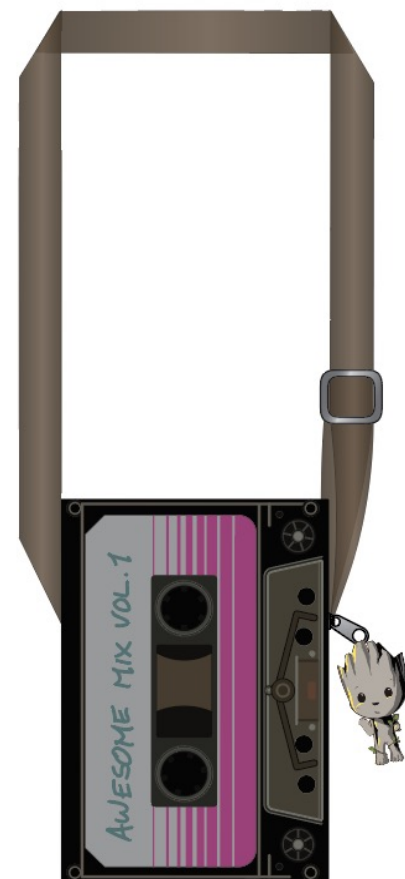
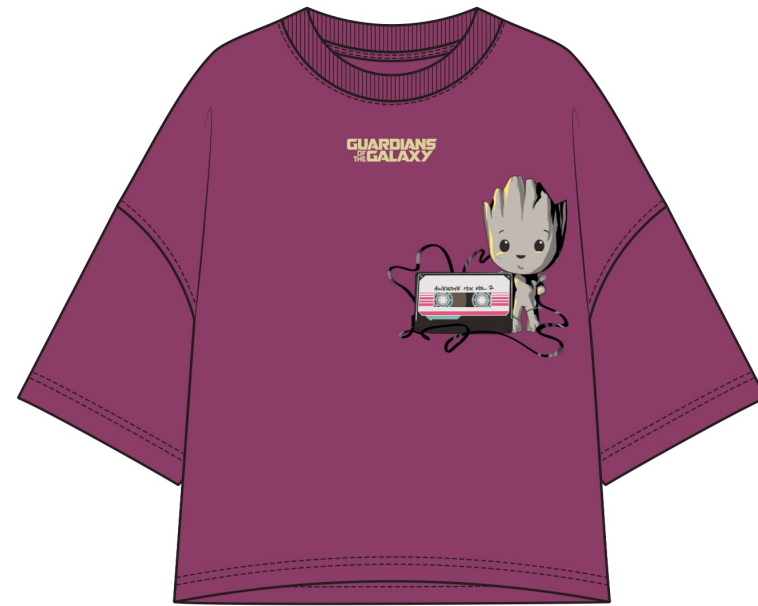
DIGITAL PRINT



WOVEN TAG



Q4 FY24  
GOTG: ROCK STARS  
ASSORTMENT OVERVIEW





**GOTG RS 424 ZPFLC ADL**

GRC# 1000021437

MSRP \$64.99

- *Art Application: Digital Print, HD Print, Embroidery, Heat Transfer Rubber Print*
- *Details: Drop Sleeve, Printed Zipper Tape, Mineral Wash*
- *Fabric: CVC Fleece –Mineral Wash 60/40 Organic Cotton/ Recycled Poly, 1x1 Rib*
- *Weight: Main Body – 300gsm, 1x1 Rib - 320gsm*
- *Sizing: S-3XL*
- *Set: 07/01/2024 | Out Date: 06/27/2026*
- *Packaging | TBD*
- *Global O&O and FBM*



**RS 424 PRMSST ADM WDW**  
**GRC# 1000021429**  
 MSRP \$36.99

- Art Application: Digital Print, HD Print
- Details: Set in Sleeve, Back Neck Tape
- Fabric: CVC Jersey – Wash 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body - 220gsm, 1x1 Rib - 240gsm
- Sizing: S-3XL
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- WDW Exclusive



**GOTG RS 424 PRMSST ADM**  
**GRC# 1000021433**  
 MSRP \$36.99

- Art Application: Digital Print, HD Print, Flocking
- Details: Set in Sleeve Mineral Wash Sleeve, Back Neck Tape
- Fabric: CVC Jersey –Mineral Wash 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body - 220gsm, 1x1 Rib - 240gsm
- Sizing: S-3XL
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- Global O&O and FBM



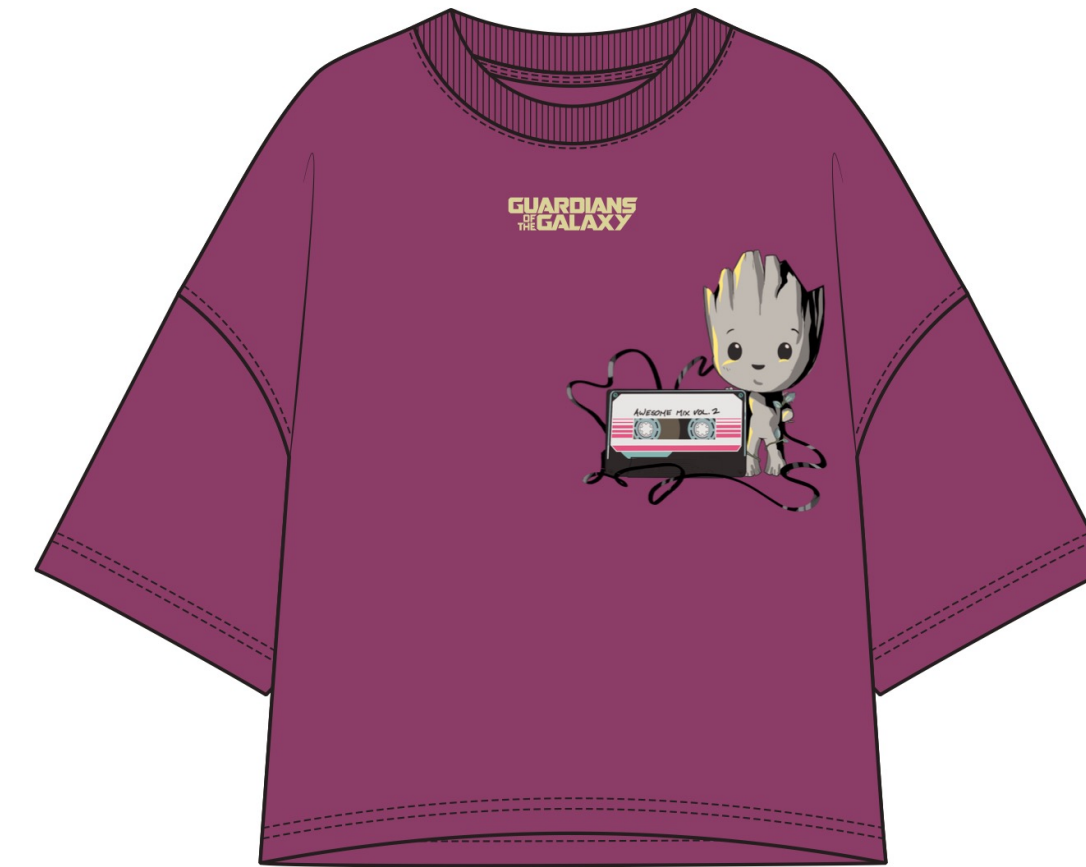
**RS 424 PRMSST ADM DLR**  
**GRC# 1000021431**  
 MSRP \$36.99

- Art Application: Digital Print, HD Print
- Details: Set in Sleeve, Back Neck Tape
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body - 220gsm, 1x1 Rib - 240gsm
- Sizing: S-3XL
- Set: 07/01/2024 | Out Date: 06/27/2026
- Packaging | TBD
- DLR Exclusive



**RS 424 PRMSST ADW WDW**  
 GRC# 1000021438  
 MSRP \$36.99

- *Art Application: Digital Print*
- *Details: Drop Sleeve, Roll Cuff, High Low Hem*
- *Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
- *Weight: Main Body - 220gsm, 1x1 Rib - 240gsm*
- *Sizing: XS-3X*
- *Set: 07/01/2024 | Out Date: 06/27/2026*
- *Packaging | TBD*
- *WDW Exclusive*



**GOTG RS 424 PRMSST ADW**  
 GRC# 1000021440  
 MSRP \$36.99

- *Art Application: Digital Print, Embroidery*
- *Details: Drop Sleeve, Slub Tee*
- *Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
- *Weight: Main Body - 220gsm, 1x1 Rib - 240gsm*
- *Sizing: XS-3X*
- *Set: 07/01/2024 | Out Date: 06/27/2026*
- *Packaging | TBD*
- *Global O&O and FBM*



**GOTG RSTR PRGA T YTH**

GRC# 1000021240

MSRP \$24.99

- *Art Application: Digital Print, Heat Transfer Rubber Print, Back Neck Tape*
  - *Details: Set in Sleeve, Velvet Back Neck Tape*
  - *Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
  - *Weight: Main Body – 220gsm*
  - *Sizes: XXS(3)-XL(14)*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | None*
- Global O&O and FBM*

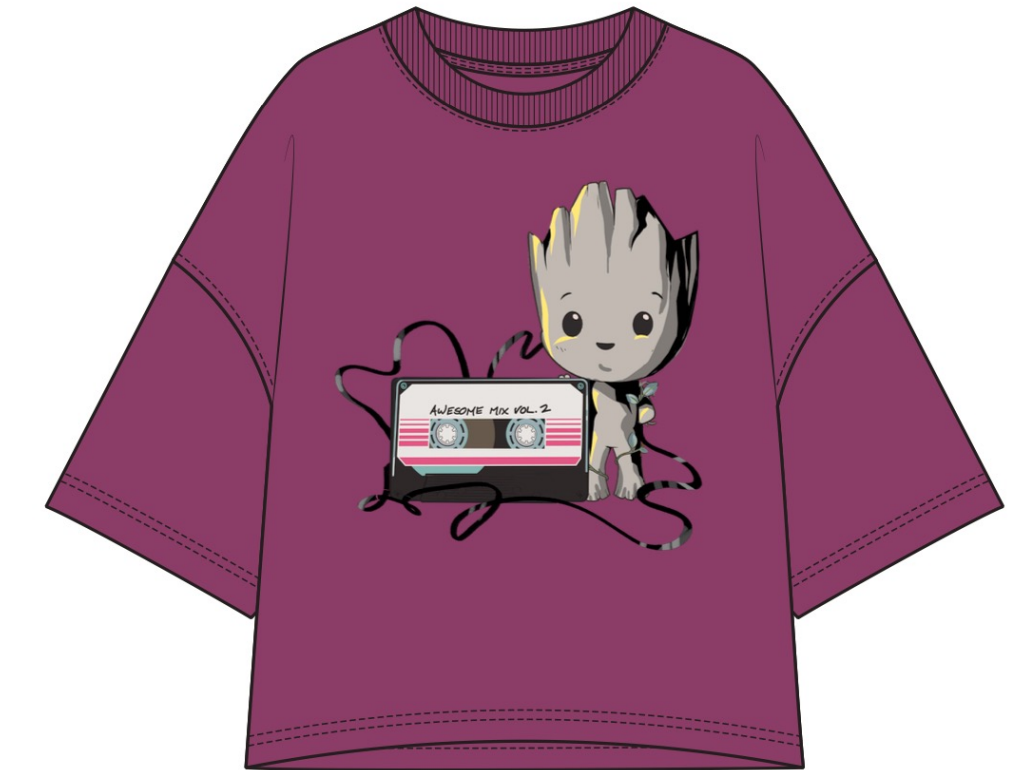


**GOTG RSTR POHDFLC YTH**

GRC# 1000021239

MSRP \$44.99

- *Art Application: Digital Print, HD Print, Embroidery, Heat Transfer Rubber Print*
  - *Details: Drop Sleeve, Printed Zipper Tape, Mineral Wash*
  - *Fabric: CVC Fleece Mineral Wash 60/40 Organic Cotton/ Recycled Poly, 1x1 Rib*
  - *Weight: Main Body – 280gsm, 1x1 Rib - 300gsm*
  - *Sizes: 3 to 13*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | None*
- Global O&O and FBM*



**GOTG RS GRT TAPE TP YTH**

GRC# 1000021241

MSRP \$29.99

- *Art Application: Digital Print, High Shine Print, Back Neck Tape*
  - *Details: Set in Sleeve, Velvet Back Neck Tape*
  - *Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
  - *Weight: Main Body – 220gsm*
  - *Sizes: 3 to 13*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | None*
- Global O&O and FBM*



**GOTG RS 424 BAG ADL**

GRC# 1000021427

MSRP \$39.99

- *Art Application: Hard case on 'front' with diecut to spinning 'reels' of cassette*
- *Details: Translucent strap to simulate cassette tape material. Metal zipper pull of Groot.*
- *Dimensions: Same size as current Rockstar player crossbody.*
- *Materials:*
- *Sizing: N/A*
- *Set: 07/01/2024 | Out Date: 06/27/2026*
- *Packaging | TBD*
- *Global O&O and FBM*



**GOTG RS 424 BBHT ADL**

GRC# 1000021428

MSRP \$29.99

- *Art Application: Option A: Ripped edge embroidered applique patch on front, printed character art on back panel.*
- *Details: Standard curved brim*
- *Dimensions:*
- *Materials:*
- *Sizing: One Size*
- *Set: 07/01/2024 | Out Date: 06/27/2026*
- *Packaging | TBD*
- *Global O&O and FBM*



Q4 FY24  
GOTG: ROCK STARS  
HOME



**GOTG RS SS FLTP WTRBL**

GRC# 1000021260

MSRP \$29.99

- *Art Application:*
  - *Details: Stainless steel w pop top straw lid*
  - *Dimensions:*
  - *Materials: Stainless steel*
  - *Set: 07/01/2024 | Out Date: 06/27/2026*
  - *Packaging Type | None*
- Global O&O and FBM*



# COLOR STORY

## Q4 FY24

### STRATEGY

- Diversify Color Story from the traditional MCC or PiPPA IP projection and launch within classic Marvel
- Target the Young Millennial / Gen Z with a very focused collection containing proven co-brands and silhouettes
- Lean into the color Scarlet and fan favorite charact Scarlet Witch
- Strategically launch on Marvel Day to amplify the collection and consumer awareness
- Officially "name" the color to properly commercialize and drive excitement

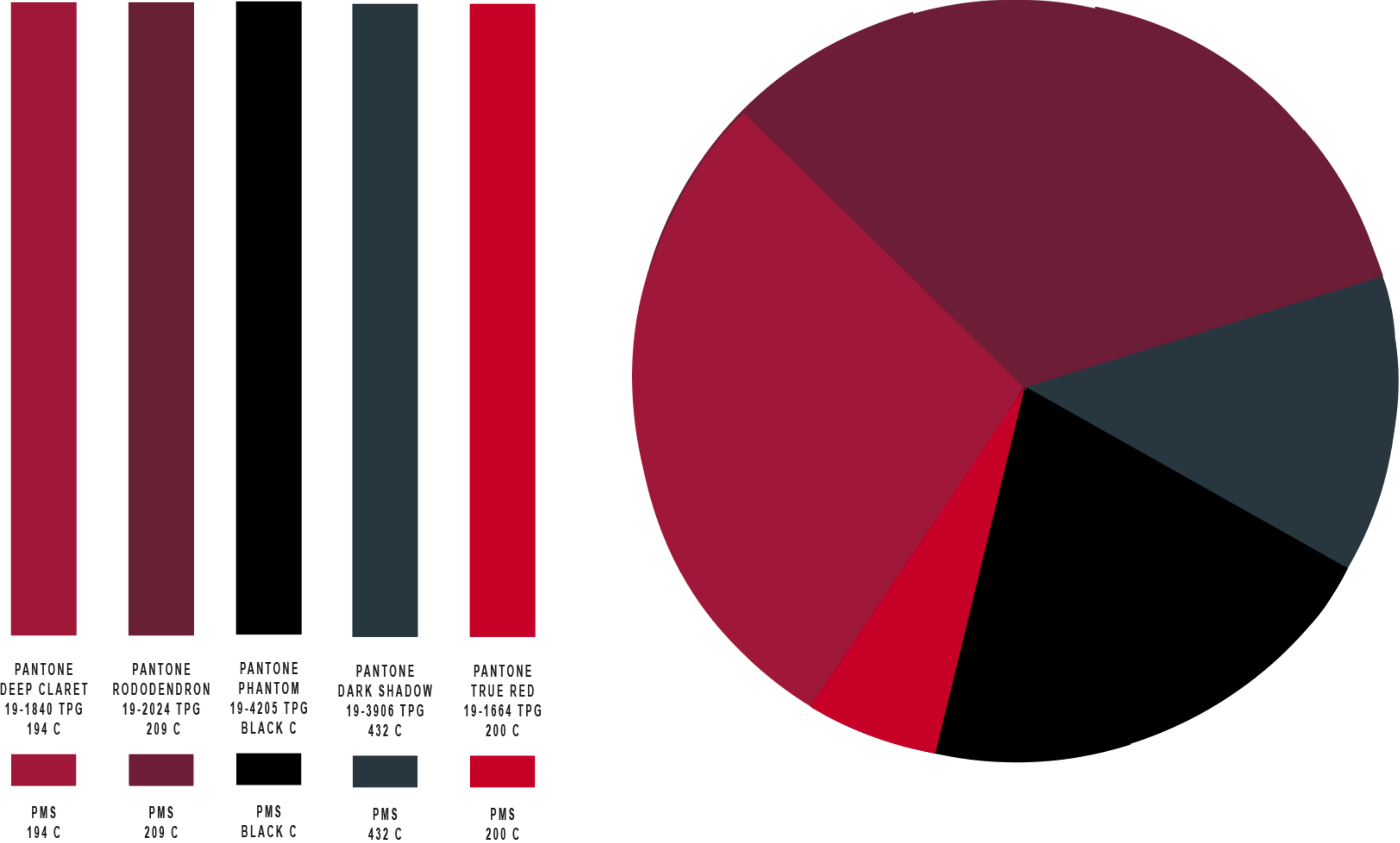
<b>POSITIONING</b>	Volume Driver
<b>SET DATE</b>	08.31.2024 (SET DATE TYPE – HARD)
<b>LIFECYCLE</b>	08.31.2024 - 11.30.2024 (3 Months)
<b>COMP</b>	Lucasfilm Color Story
<b>ITEM COUNT</b>	4 New Items
<b>EXCLUSIVITY</b>	O&O
<b>TARGET DEMO PSYCHOGRAPHIC</b>	Fan It All
<b>KEY CATEGORIES/ITEMS</b>	Adult Accessories, Adult Apparel, Home

### GO TO MARKET STRATEGY/REQUESTS

- Commercialize in both Disney and Marvel channels
- Use diverse shapes in displays and marketing images
- Marvel evergreen packaging
- Set with 100% of assortment IN-DC

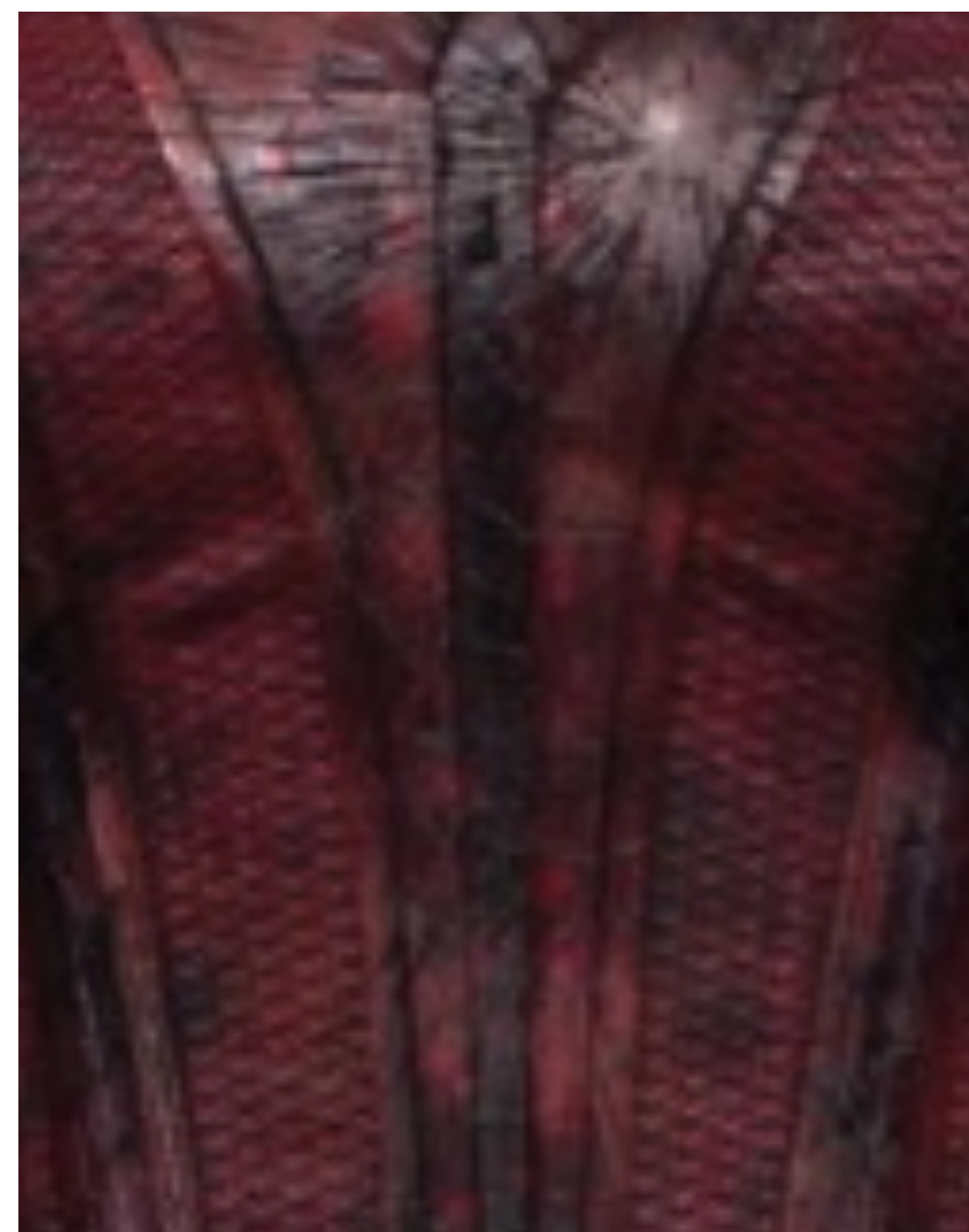


**Q4 FY24**  
**COLOR STORY: SCARLET WITCH**  
COLOR PALETTE

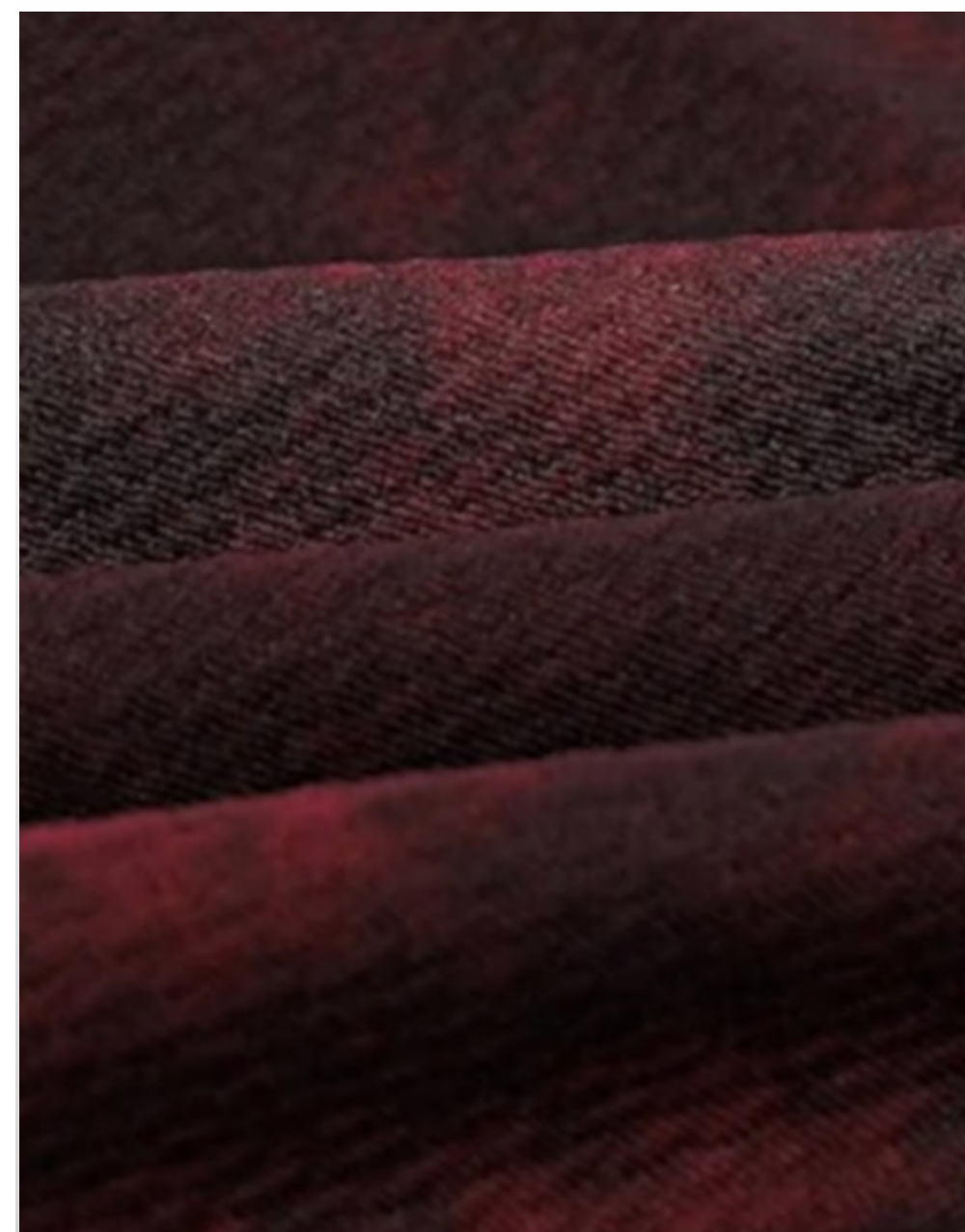




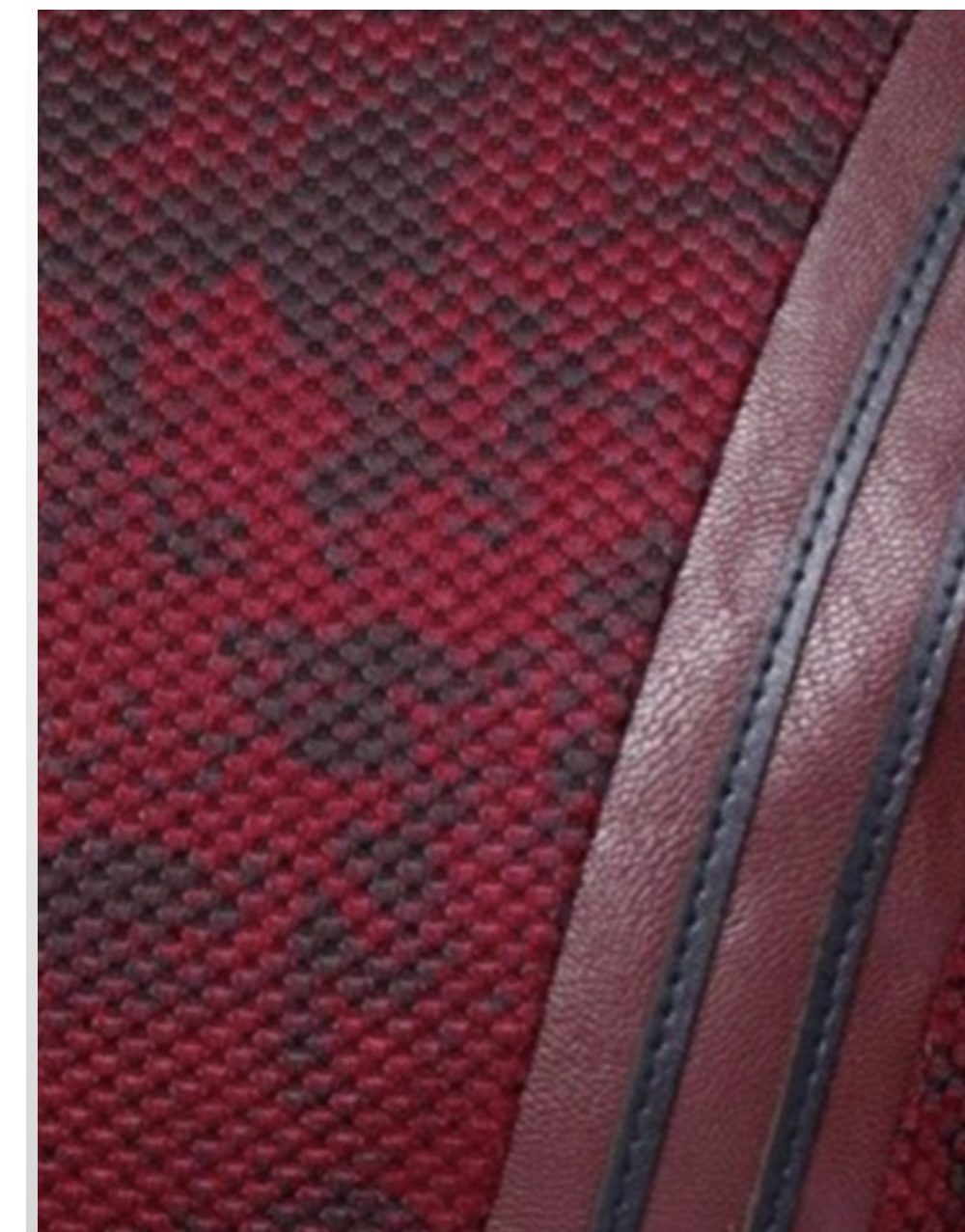
PROGRAM BADGE:  
SHARED ACROSS  
ASSORTMENT



I AM/ CHARACTER DNA  
COSTUME DETAILS



TEXTURE REPLICATION



PU WHERE APPLICABLE

Q4 FY24  
COLOR STORY: SCARLET WITCH  
ASSORTMENT OVERVIEW





**Q4 FY24**  
**COLOR STORY: SCARLET WITCH**  
 ADULT APPAREL, ACCESSORIES, HOME



**SCRLTWT 424 SPJRSY ADL**  
 GRC# 1000021503  
 MSRP \$79.99

- Art Application: Puff print on front chest, back yoke. Ombre Print on back yoke w/ metallic or glitter
- Details: Drop Sleeve
- Fabric: 100% Cotton
- Weight: Spirit Standard
- Sizing: XS-XXL
- Set: 08/31/2024 | Out Date: 11/30/2024
- Packaging | TBD
- Global O&O



**SCRLTWT 424 LF MBKPK**  
 GRC# 1000021502  
 MSRP \$85.00

- Art Application: printed texture aop on ground. Applique on front pocket with embossed metallic, debossed red ground. Embroidered red glyphs on main bag body. Earholder on front pocket, will sit behind top of applique.
- Details: Gunmetal hardware
- Dimensions: 9" x 10.5" x 4/5"
- Materials: Faux leather
- Sizing: N/A
- Set: 08/31/2024 | Out Date: 11/30/2024
- Packaging | TBD
- Global O&O



**SCRLTWT 424 LF ERHDBD**  
 GRC# 1000021500  
 MSRP \$39.99

- Art Application: Metallic pu crown w/ rhinestone details. Embossed detail on ears.
- Details:
- Dimensions: standard ear HB
- Materials: PU, RHINESTONES
- Sizing: One Size
- Set: 08/31/2024 | Out Date: 11/30/2024
- Packaging | TBD
- Global O&O



**CORKC SCRLTWT SS CNTN**  
 GRC# 1000021265  
 MSRP \$44.99

- Art Application: Gloss gradient
- Details: Triple insulated, wide mouth canteen body
- Dimensions: 10.5" X 3.3" 20OZ
- Materials:
- Set: 08/31/2024 | Out Date: 11/30/2024
- Co-brands – Corkcicle
- Packaging Type | None
- Global O&O



# DEADPOOL CAPSULE (D23 EXCLUSIVE)

Q4 FY24

## STRATEGY

- Target Adults with the first ever Deadpool product assortment released at D23
- Artwork will lean heavily into Deadpool's irreverent humor and break the fourth wall (similar to films)
- Franchise and Creative partnership in establishing clear guardrails is WIP

<b>POSITIONING</b>	Cut Through Idea
<b>SET DATE</b>	08.15.2024 TBC D23 TIMING (SET DATE TYPE – HARD)
<b>LIFECYCLE</b>	EVENT ONLY
<b>COMP</b>	N/A
<b>ITEM COUNT</b>	7 New Items
<b>EXCLUSIVITY</b>	D23 Exclusive
<b>TARGET DEMO PSYCHOGRAPHIC</b>	Fan It All
<b>KEY CATEGORIES/ITEMS</b>	Adult Accessories, Adult Apparel, Collectible, Trading

## GO TO MARKET STRATEGY/REQUESTS

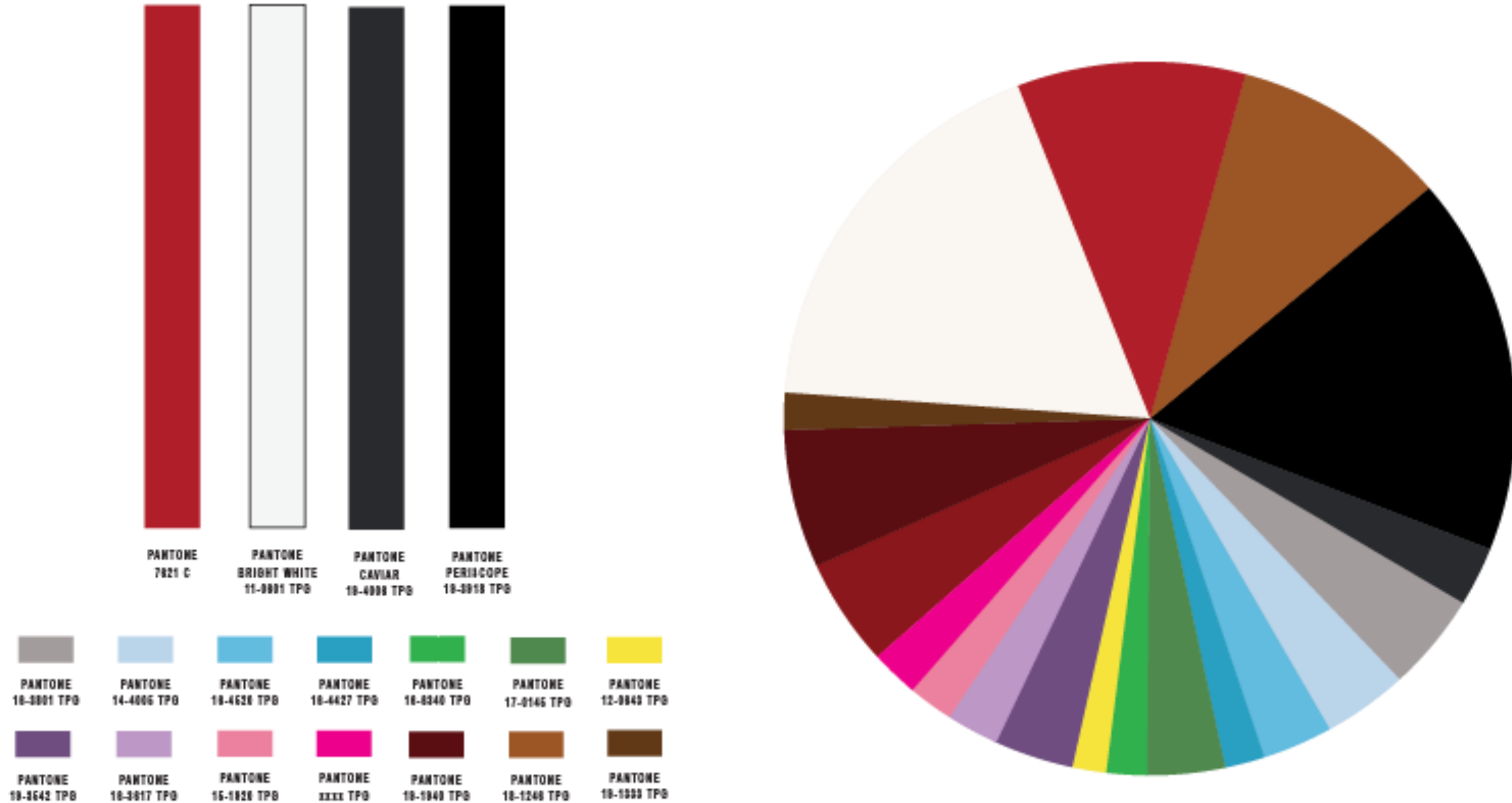
- Commercialization guardrails TBD / Adult messaging only
- Packaging TBD
- No windowing permitted beyond D23 Expo



# DEADPOOL-D23



**Q4 FY24**  
**D23: DEADPOOL CAPSULE**  
COLOR PALETTE





CUSTOM BACK NECK  
TAPE



WOVEN TAG



DIGITAL PRINT



EMBROIDERY



RUBBER HEAT TRANSFER

Q4 FY24  
D23: DEADPOOL CAPSULE  
ASSORTMENT OVERVIEW



**Q4 FY24**  
**D23: DEADPOOL CAPSULE**  
 MEN'S APPAREL



**DDPL 424 PRMSST ADM**

GRC# 1000021442

MSRP \$34.99

- Art Application: Digital Print, Heat Transfer Rubber Print, Back Neck Tape
- Details: Set in Sleeve, Velvet Back Neck Tape
- Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib
- Weight: Main Body - 220gsm, 1x1 Rib - 240gsm
- Sizing: S-3XL
- Set: 08/15/2024 | Out Date: 09/01/2024
- Embargoed: N
- Co-brands: N/A
- Packaging Type | TBD
- D23 Exclusive

**DDPL 424 HDFLC ADL**

GRC# 1000021443

MSRP \$54.99

- Art Application: Heat Transfer Rubber Print, Embroidery, Digital Print,
- Details: Set in Sleeve, Back Neck Tape, Nylon Drawstring, Pop Hood Lining, Metal Zipper
- Fabric: CVC Fleece – 60/40 Organic Cotton/ Recycled Poly, 1x1 Rib
- Weight: Main Body – 300gsm, 1x1 Rib - 320gsm
- Sizing: S-3XL
- Set: 08/15/2024 | Out Date: 09/01/2024
- Embargoed: N
- Co-brands: N/A
- Packaging Type | TBD
- D23 Exclusive

**DDPL 424 BBLHT ADL**

GRC# 1000021441

MSRP \$29.99

- Art Application: Rubber applique on Deadpool mask, printed applique on word bubble. Logo on back of hat FPO in embroidery
- Details: Flat bill BB
- Dimensions:
- Materials:

**Q4 FY24**  
**D23: DEADPOOL CAPSULE**  
 WOMEN'S APPAREL



**DDPL 424 PRMSST ADW**  
**GRC# 1000021444**  
**MSRP \$39.99**

- *Art Application: Embroidery, Digital Print,*
- *Details: Set in Sleeve, Velvet Back Neck Tape, Cross Back Keyhole Back, Round Hem*
- *Fabric: CVC Jersey – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
- *Weight: Main Body - 220gsm, 1x1 Rib - 240gsm*
- *Sizing: XS-3X*
- *Set: 08/15/2024 | Out Date: 09/01/2024*
- *Embargoed: N*
- *Co-brands: N/A*
- *Packaging Type | TBD*
- *D23 Exclusive*

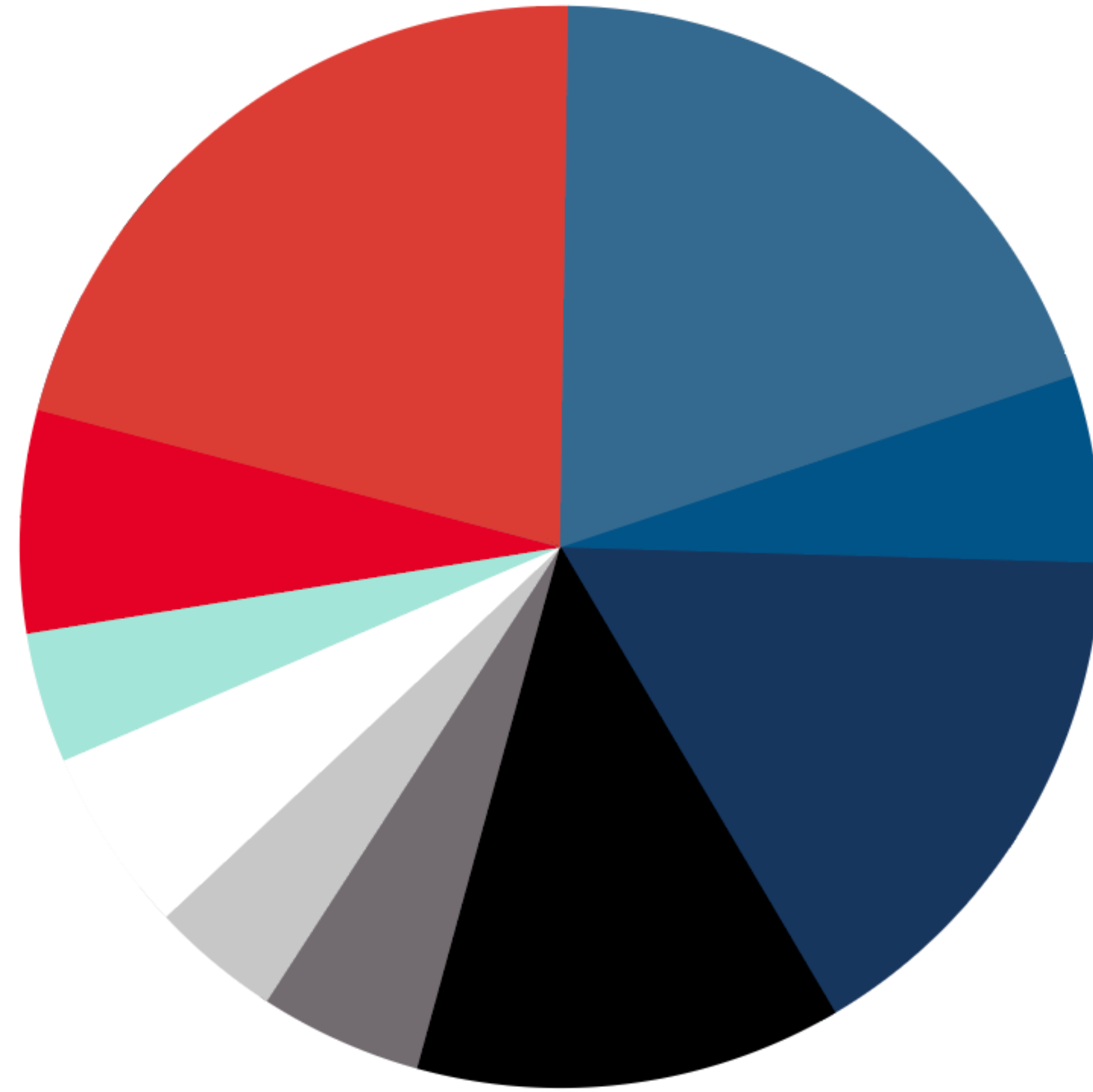
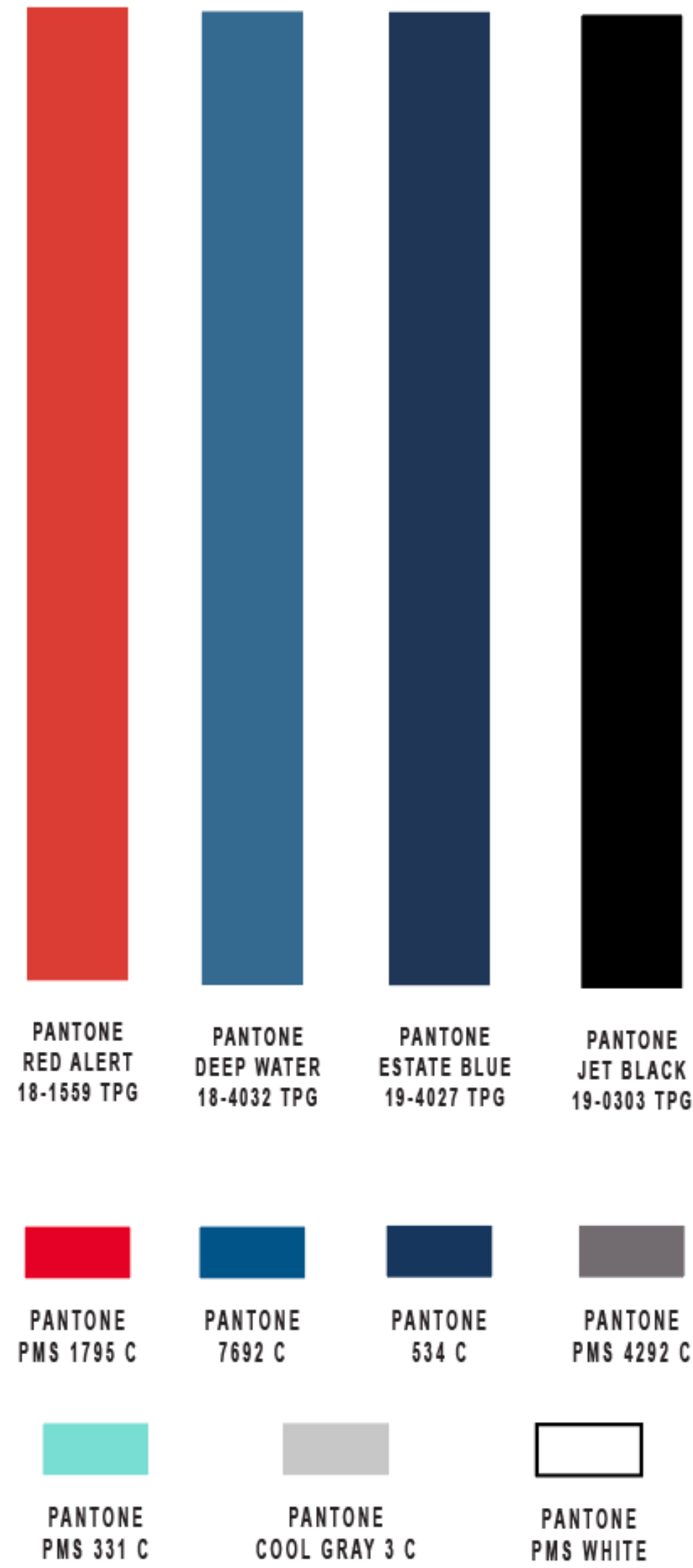


# CHARACTER ESSENTIALS COLLECTION UPDATES

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**Q4 FY24**  
**CHARACTER ESSENTIALS: SPIDER-MAN & MILES**  
COLOR PALETTE





Q4 FY24  
CHARACTER ESSENTIALS: SPIDER-MAN & MILES  
ASSORTMENT OVERVIEW



**Q4 FY24**  
**CHARACTER ESSENTIALS: SPIDER-MAN & MILES**  
 ADULT APPAREL | YOUTH UNISEX APPAREL



**SPDRMN 424 SPJRSY ADL**

GRC# 1000021425

MSRP \$79.99

- Art Application: Puff Print On Front & Back, AOP
- Details: Hooded Pocket Spirit Jersey, White Draw Chord
- Fabric: 100% Cotton
- Weight: Spirit Standard

**SMCE SPRT JRSY HD YTH**

GRC# 1000021244

MSRP \$54.99

- Art Application: Puff Print, AOP
  - Details: Hooded Spirit Jersey
  - Fabric: 100% Cotton
  - Weight: Spirit Standard
  - Sizes: XS-XL
  - CoBrand: Spirit Jersey
  - Set: 07/01/2024 | Out Date: 06/28/2025
  - Packaging Type | None
- Global O&O



**SMCE IAM ZFLC YTH**

GRC# 1000021242

MSRP \$44.99

- Art Application: Sublimated AOP
  - Details: Set in Sleeve, Lined Hood
  - Fabric:
  - Weight:
  - Sizes: 3 to 13
  - Set: 07/01/2024 | Out Date: 06/27/2026
  - Packaging Type | None
- Global O&O and FBM

**SM SPDSNC JKT YTH**

GRC# 1000021243

MSRP \$49.99

- Art Application: Rubber Applique
  - Details: PU Faux Leather, Poly Viscose Lining, Faux PU Snaps,
  - Fabric: PU Faux Leather, 80% Recycled Poly 20% Recycled Viscose Lining
  - Weight: 40oz (Main Body), 120GSM (Lining)
  - Sizes: 3 to 13
  - Set: 07/01/2024 | Out Date: 12/28/2024
  - Packaging Type | None
- Global O&O and FBM

**Q4 FY24**  
**CHARACTER ESSENTIALS: SPIDER-MAN & MILES**  
 YOUTH UNISEX APPAREL

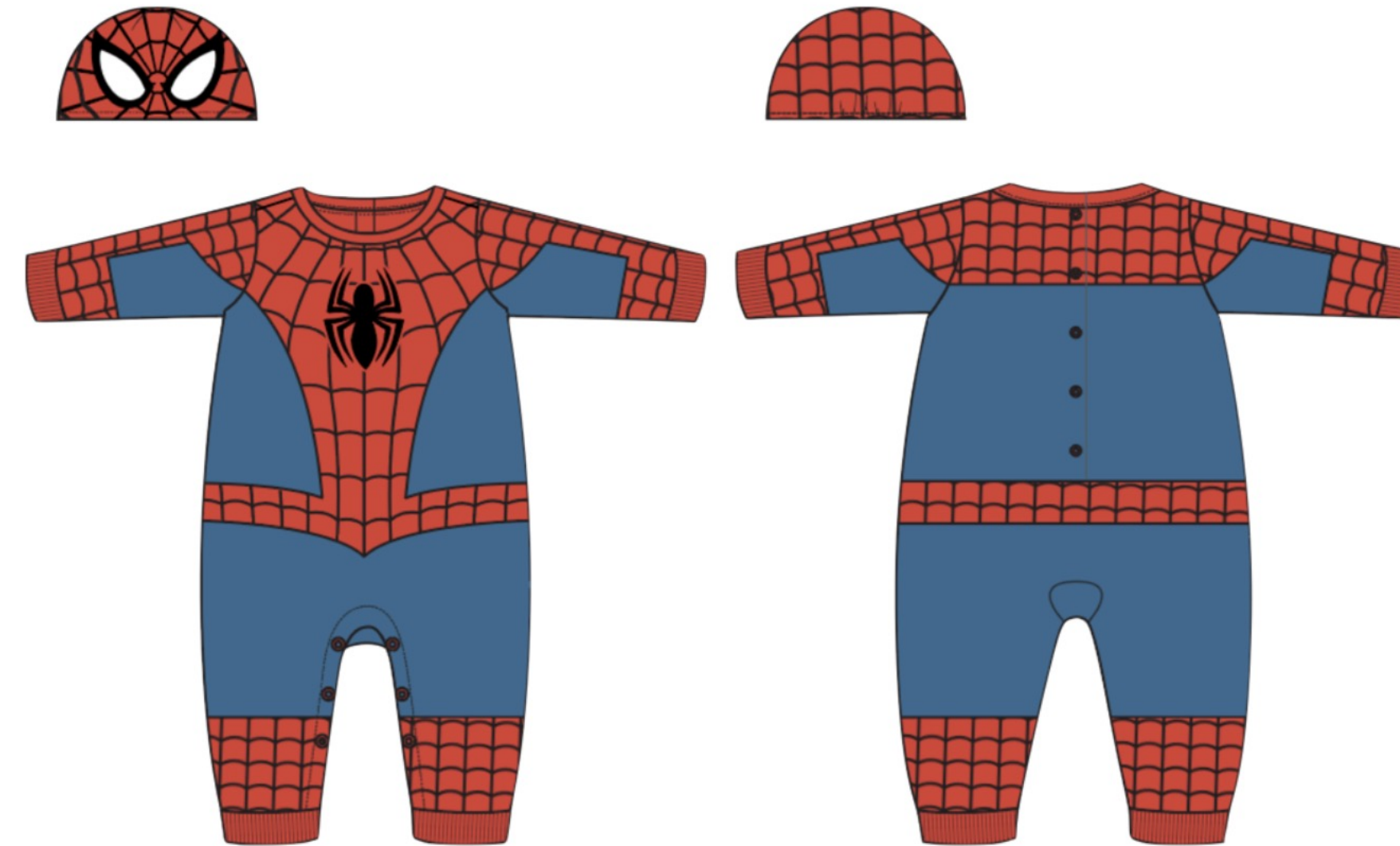


**SMCE AMZNG PRGA T YTH**

GRC# 1000021245

MSRP \$24.99

- *Art Application: Screen Print & Puff Print*
  - *Details: Slight Drop Sleeve, Back Neck Tape*
  - *Fabric: Main Body – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
  - *Weight: Main Body – 180gsm, 1x1 Rib - 200gsm*
  - *Sizes: XXS(3)-XL(14)*
  - *Set: 07/01/2024 | Out Date: 06/28/2025*
  - *Packaging Type | None*
- Global O&O and FBM*



**SM RMPR CSTM ST INFT**

GRC# 1000088006

MSRP \$34.99

- *Art Application: Screen Print & Embroidery, Patent PU Eyes*
  - *Details: Romper with Back Ring Snaps*
  - *Fabric: 100% Cotton*
  - *Weight: Main Body – 200gsm Interlock, 1x1 Rib 200gsm*
  - *Sizes: 0-3 to 18-24mo*
  - *Set: 07/01/2024 | Out Date: 12/28/2024*
  - *Packaging Type | None*
- Global O&O and FBM*



**SM IAM BKPK YTH**  
 GRC# 1000021247  
 MSRP \$39.99

- *Art Application: HD Rubberized print on spider icon, eyes. Puff embroidery on black around eyes. Raised vinyl welds on metal on belt. Mesh pocket on one side only. Web embroidery on back panel.*
- *Details:*
- *Dimensions:*
- *Materials:*
- *SET: 07/01/2024 | OUT DATE: 06/27/2026*
- *PACKAGING TYPE | NONE*
- GLOBAL O&O AND FBM*



**SM IAM BBLHT YTH**  
 GRC# 1000021249  
 MSRP \$29.99

- *Art Application: Rubberized print on eyes, puff embroidery on black around eyes. Web prints onto front panel.*
- *Details:*
- *Dimensions:*
- *Materials:*
- *SET: 07/01/2024 | OUT DATE: 06/27/2026*
- *PACKAGING TYPE | NONE*
- GLOBAL O&O AND FBM*





Q4 FY24  
CHARACTER ESSENTIALS: AVENGERS  
ASSORTMENT OVERVIEW





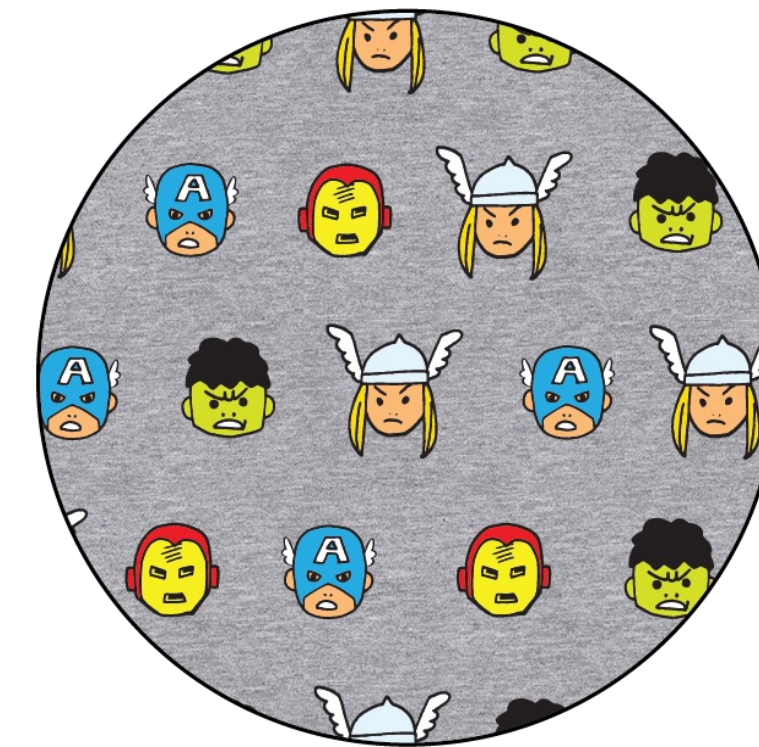
**Q4 FY24**  
**AVENGERS ESSENTIALS**  
ADULT APPAREL



**AVNGRS 424 FSNST ADL**  
**GRC# 1000021424**  
**MSRP \$59.99**

- *Art Application: AOP, Screenprint, HD Ink*
- *Details: AOP w/ Contrast Pocket & Buttons*
- *Fabric: 100% BCI CTN Poplin*
- *Weight: 150GSM*

Q4 FY24  
MVL YOUTH SLEEPWEAR  
YOUTH APPAREL



AVNG TF OC LL SLPST YTH

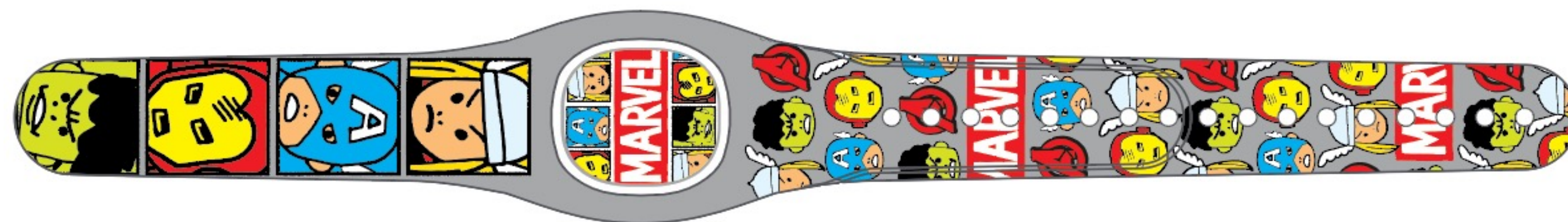
GRC# 1000021414

MSRP \$24.99

- Art Application: Screen Print, Puff Print, All Over Print
  - Fabric: 1x1 Rib Heavy Brushed Back Knit - 100% Organic Cotton
  - Weight: 250gsm
  - Sizes: 2 to 10
  - Set: 07/01/2024 | Out Date: 12/28/2024
  - Packaging Type | None
- Global O&O and FBM



**Q4 FY24**  
**KEY CATEGORY**  
ADULT ACCESSORIES - MAGICBANDS



**AVNGRS 424 MB+ OE**

**GRC# 1000021525**

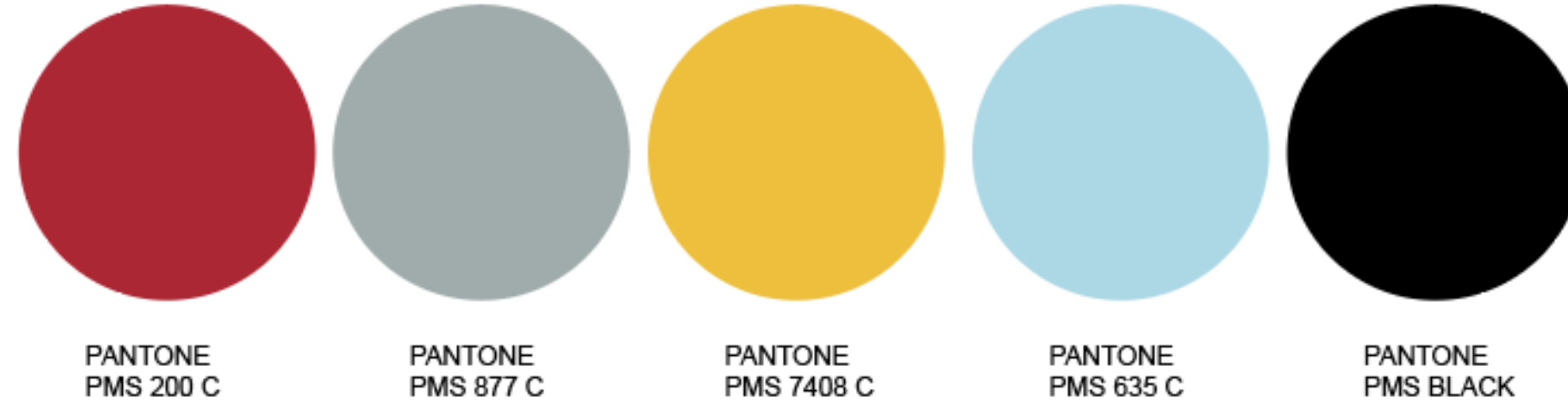
**MSRP \$39.99**

- *Art Application:*
- *Details:*
- *Dimensions:*
- *Materials:*



**Q4 FY24**  
**CHARACTER ESSENTIALS: IRON MAN**  
COLOR PALETTE

PMS-ART COLORS



TPG-GROUND YARN COLORS



**Q4 FY24**  
**CHARACTER ESSENTIALS: IRON MAN**  
ASSORTMENT OVERVIEW



**Q4 FY24**  
**CHARACTER ESSENTIALS: IRON MAN**  
ADULT APPAREL



**IRNMN 424 FLC ADL**

GRC# 1000021426

MSRP \$49.99

- *Art Application: Screenprint & HD Ink*
- *Details: Set In Sleeve*
- *Fabric: CVC Fleece  
Mineral Wash 60/40 Organic Cotton/ R  
ecycled Poly, 1x1 Rib*
- *Weight: Main Body – 280gsm, 1x1 Rib -  
300gsm*



**IRNMN 424 ERHDBD ADL**

GRC# 1000021541

MSRP \$49.99

- *Art Application: Gold poly mesh bow, glow-in-the-dark enamel arc reactor badge. Metallic PU ground w/ metallic gold vinyl weld details.*
- *Details:*
- *Dimensions:*
- *Materials:*
- *D23 DEBUT*

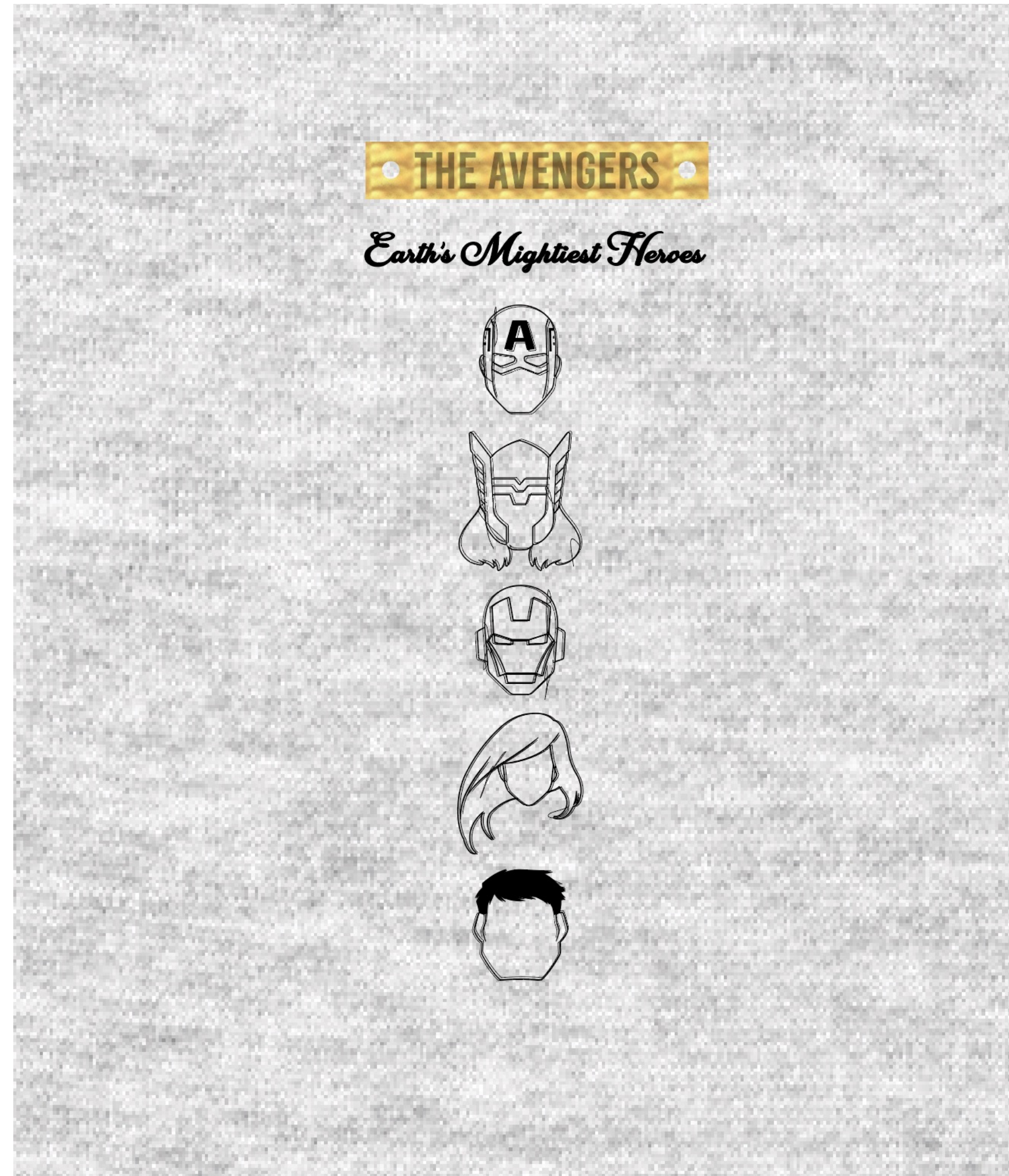


# MARVEL CATEGORY

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Q4 FY24  
WOMENS DANITY ART PROGRAM  
ADULT APPAREL





**Q4 FY24**  
**WOMENS DANITY ART PROGRAM**  
 ADULT APPAREL



**MARVEL 424 FSNSST ADL**

GRC# 1000021515

MSRP \$39.99

- Art Application: Soft Hand Screen Print AOP, Tacked On Metal Plate
- Details: Slouchy Silo, Round Hem With High/Low, Keyhole Back
- Fabric: 96/4 Viscose SPX
- Weight: 195 GSM

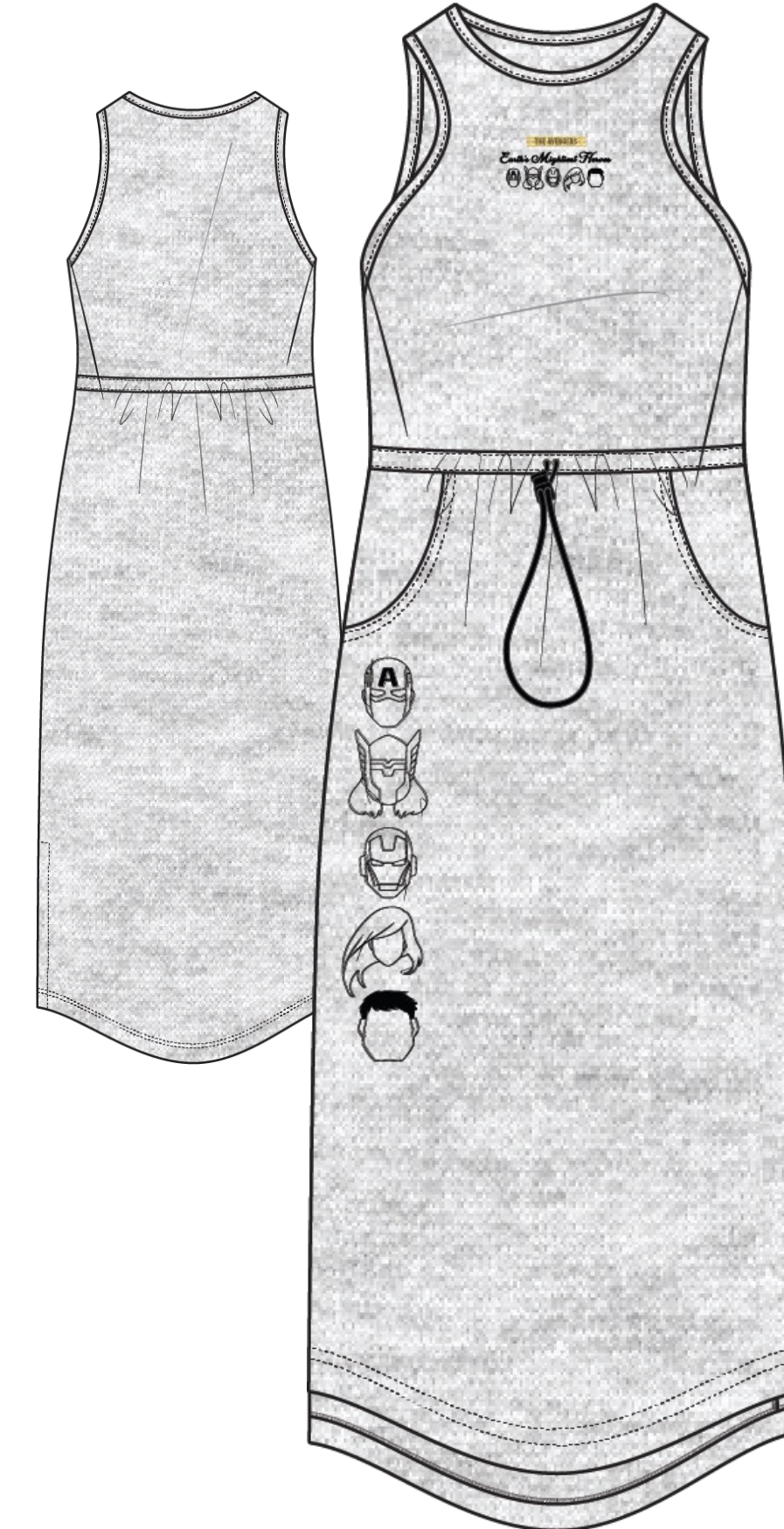


**MARVEL 424 JKT ADL**

GRC# 1000021516

MSRP \$89.99

- Art Application: Foil
- Details: Bomber Jkt, Fully lined inside, Front Side Slits Pockets
- Fabric: Crinkle Woven 100% Nylon
- Weight: 103 GSM



**MARVEL 424 DRESS ADL**

GRC# 1000021517

MSRP \$69.99

- Art Application: Chest & Skirt Art: Soft Hand Screen Print, Embroidered Verbiage, Tacked On Metal Plate
- Details: Side Slit At SS, High/Lo Hem, Draw Chord At Waist
- Fabric: 60/40 Cotton/ Poly French Terry
- Weight: 240 GSM



# ADULT APPAREL

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**MVLHMR 424 GAW ADL**  
 GRC# 1000021519  
 MSRP \$29.99

- *Art Application: Soft Hand Screen Print*
- *Details: Set In Sleeve*
- *Fabric: Main Body – 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
- *Weight: Main Body – 180gsm, 1x1 Rib - 200gsm*



**MVLSPKY 424 GAW ADL**  
 GRC# 1000021520  
 MSRP \$29.99

- *Art Application: Soft Hand Screen Print, Glow In The Dark Ink*
- *Details: Set in Sleeve*
- *Fabric: Main Body- 60/40 Organic Cotton / Recycled Poly, 1x1 Rib*
- *Weight: Main Body- 180 gsm. 1x1 Rib- 200gsm*



# YOUTH ACCESSORIES

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**JCP SM BKPK YTH**  
GRC# 1000021250  
MSRP \$35.00

- *Art Application:*
  - *Details:*
  - *Dimensions:*
  - *Fabric:*
  - *Weight:*
  - *SET: 07/01/2024 | OUT DATE: 12/28/2024*
  - *PACKAGING TYPE | NONE*
- JCP EXCLUSIVE



**JCP SM LNCH TOTE YTH**  
GRC# 1000021252  
MSRP \$20.00

- *Art Application:*
  - *Details:*
  - *Dimensions:*
  - *Fabric:*
  - *Weight:*
  - *SET: 07/01/2024 | OUT DATE: 12/28/2024*
  - *PACKAGING TYPE | NONE*
- JCP EXCLUSIVE