

**FENIX**  
CUSTOM



*Custom*

**BESPOKE APPAREL**

**FENIX CUSTOM** brings you an entirely unique opportunity to express your individuality on the design process of all of our products.

We offer a diverse range of products and accessories to compliment each individual event ensuring the complete package is tailored to your exact specifications in just one easy step.

The suggested design on this catalog are examples of what you can create. However, with 10 color options available, the decision is yours! Even with a 2 color shirt, there are 90 available choices.

## Technology



Wicking: moisture management

moves moisture away from the skin to the outer surface of the fabric, where it evaporates



Heat Transfer: breathability

breathable construction to allow core temperature adjustment



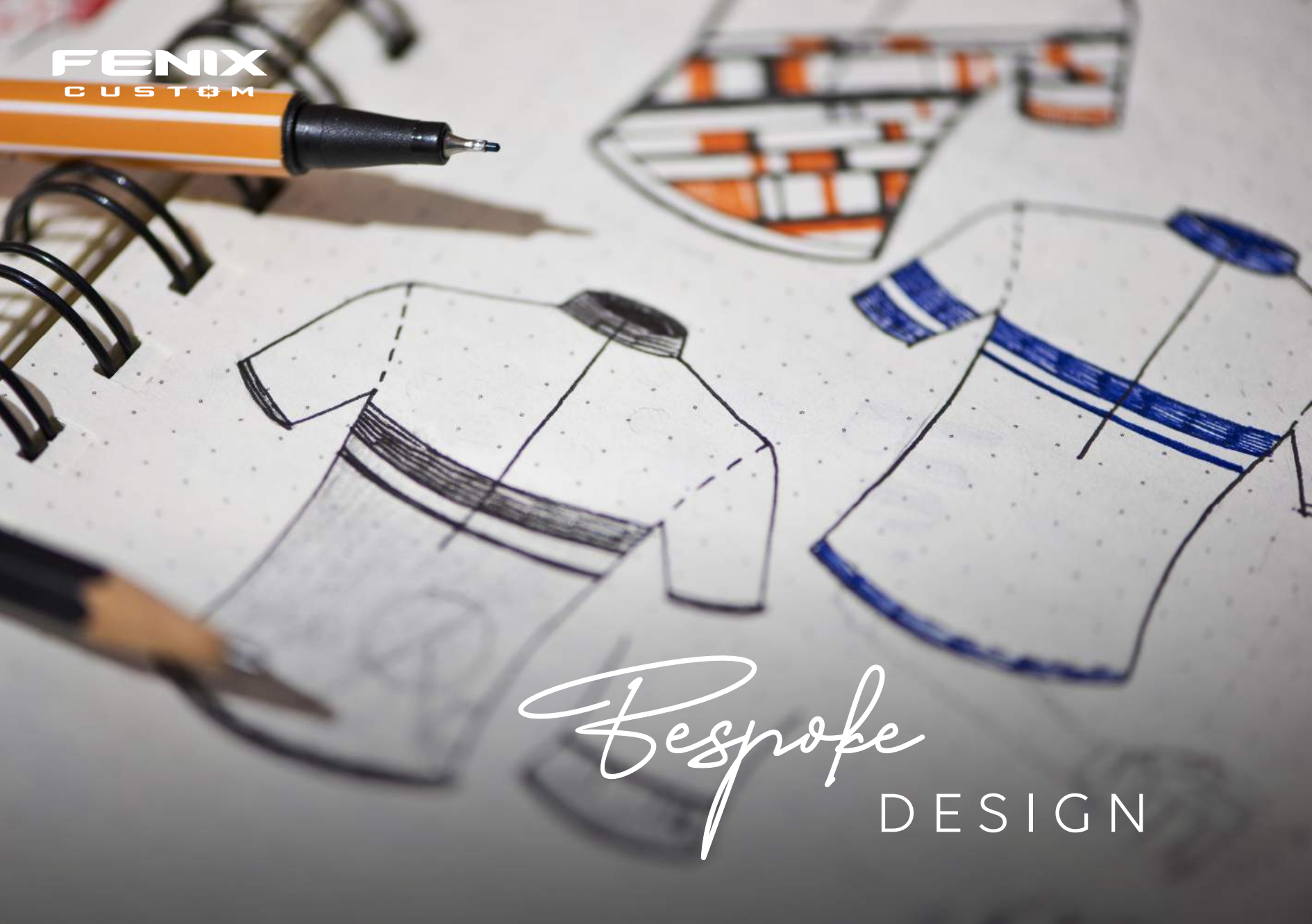
Stretch: mobility

fabric construction and composition offers optimal comfort and unrestricted movement



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FENIX  
CUSTOM



*Resproke*

DESIGN



**FENIX CUSTOM** offers our customers a unique opportunity to produce bespoke polo shirts, t-shirts, caps, bags, towels and other accessories, made to order in your corporate, club, sporting or business colors.

Our **BESPOKE** program offers you the complete freedom to design your very own look using our manufacturing techniques such as cut and sew, yard dye or sublimation printing. We also have a number of options for adding logos, including screen printing, embroidering, sublimating or even rubber stamping, in order to complete your desired look. Your individual program allows you to select your fabric colors and match your company or logo requirements to your selected products.

### **How does it work?**

Provide us with a brief outline of your bespoke requirement for your event, conference, uniform, sporting activity or business needs. We will then design your concept based on your brief, or alternatively we can provide you with storyboard design options created by our in-house design department.

### **What we'll need:**

Send us a brief description of your requirements.  
Provide us with your exact pantone colors, if required.  
Provide us with your logo in hi-res format.

### **Is there a minimum quantity required?**

Our minimum number of units required for this bespoke program starts from 50 units per design, based on available stock fabric colors.

### **Lead Time**

You should allow approximately 60 days from final approval of your bespoke design to be ready to dispatch from our warehouse.  
Delivery times may vary depending on the manufacturing process required for the production of your order.

### **Payment Terms**

There is a 50% deposit required with your confirmation of order and the remaining 50% payment received in full before the goods will be released from our warehouse.



Logo: Sublimation Print



**THAI COUNTRY CLUB**  
SUBLIMATION PRINT





**TEAM JAPAN**  
SUBLIMATION PRINT



Logo: Sublimation Print







**BMW**  
SUBLIMATION PRINT



Logo: Sublimation Print



**FENIX**  
CUSTOM

*Sublimation Print*

DESIGN

# Sublimation PRINT

If you're looking for something a bit more detailed or sophisticated, then a **SUBLIMATION PRINT** is the best option for you.

With the sublimation printing technique, you can choose any design in any color, and we will print it to the shirt in any of the following specs:

1. Front Panel Sublimation (plain back panel and sleeves)
2. Front Panel, Collar and Sleeve Sublimation (plain back panel only)
3. Full Sublimation (the whole shirt will be printed with your design)

Choose from one of our popular template designs, or submit your own design request. Or if you're unsure about your design, leave it to our dedicated design team to help you create your very own design to perfectly showcase your brand or corporate identity.

With this sublimation print option, you can incorporate your logo into the design itself at no additional cost, or stick with traditional embroidery or other options such as rubber stamps or heat transfers. The choice is yours.



**AMERICAN EXPRESS**  
SUBLIMATION DESIGN



Logo: Sublimation Print





**MERCEDES BENZ**  
SUBLIMATION DESIGN



Logo: Sublimation Print





**FENIX**  
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*Cut and Sew*

DESIGN

**CUT & SEW** is a manufacturing technique more suited to customers who prefer a premium looking product with more than 1 color in the design.

With Cut & Sew, we will cut 2 or more fabrics and stitch them together according to your choice of pattern. This method is ideal for those who prefer the look and feel of fabric on their shirts rather than a sublimation print.

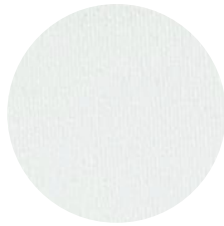
Our Cut & Sew program offers over a dozen template designs, and 10 different colors, adding up to over 1000 possible combinations of color and pattern. The fabric used in this process is a flatback pique polyester, which offers excellent comfort and performance.

Your logo(s) can be added using a range of techniques, from simple embroidery to more premium looks such as rubber stamps and heat transfers. See page 34 for more information.

**COLOR PALETTE**



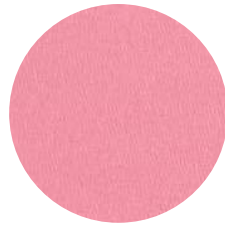
**WHITE**



**PINK**



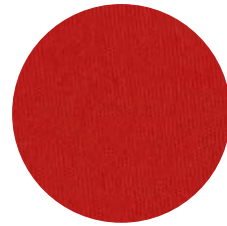
183 C



**RED**



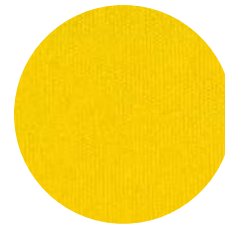
186 C



**YELLOW**



7548 C



**LIME (GREEN)**



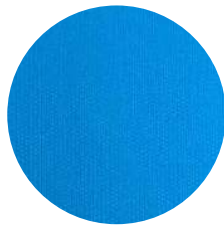
376 C



**SKY BLUE**



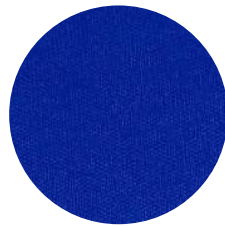
299 C



**ROYAL BLUE**



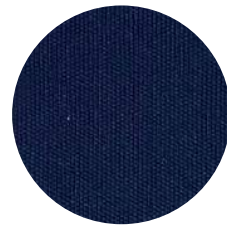
286 C



**NAVY**



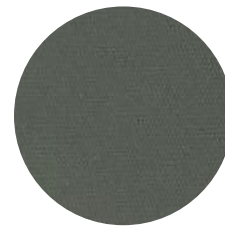
295 C



**GREY**



430 C



**BLACK**



**FENIX**  
CUSTOM



**AUDI SPORT**  
CUT & SEW DESIGN



Logo: Embroidery



WHITE

PINK

RED

YELLOW

LIME (GREEN)



*Coca-Cola*®

**COCA-COLA**  
CUT & SEW DESIGN



Logo: Embroidery



SKY BLUE

ROYAL BLUE

NAVY

GREY

BLACK



**BLUESCOPE**

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**AUTHORIZED DEALER**

**FENIX**  
CUSTOM

*Solid Performance*  
POLO

# Solid Performance

## POLO

**Introducing** the entry-level option in our custom program, our solid polo shirt is an excellent option for corporate uniforms where you want to maximize the impact of your logo and keep the shirt design minimalistic. In this style, we offer a number of fabrics in over 100 colors, allowing you to find the right color and style for your brand.

When BlueScope contacted us requesting a functional, breathable polo for their engineers to wear, we recommended this solid polo in Dry-Tech fabric, for performance as well as durability under tough conditions. They selected this specific blue color to match their corporate branding, and finished the shirt with some added touches – white stripes in the collar and sleeve trim, with company logos positioned as requested.

Other fabrics are available depending on your specific requirement and brief, from cotton to a range of pique polyesters, up to our higher end retail fabrics, such as our soft and stretchy poly spandex.

Your logo can be added using a range of techniques, from simple embroidery to more premium looks such as rubber stamps and heat transfers. See page 34 for more information.



**BLUESCOPE**  
DRY-TECH



Logo: Embroidery





**CHEVRON**  
DRY-TECH



Logo: Embroidery



**FENIX**  
CUSTOM

*Private Label*

# Private Label

**Fenix Custom** are pleased to offer our customers a **Private Label** option which allows you to create your very own brand. This unique service gives you the chance to utilise the premium quality of Fenix Custom products, but with the added option of customizing your own hang tags and labels.

Ideal for corporate or sports uniforms where you would like to maximise your branding, these products will be made free of any Fenix Custom branding, meaning your logo stands out that much more.

This is a popular choice amongst golf clubs who wish to present their own house-brand, for their customers and guests to take home as souvenirs. Again, your label and hang tags will be custom designed by our in-house team of professional designers, and completely free of Fenix Custom branding.

The Club at Houston Oaks



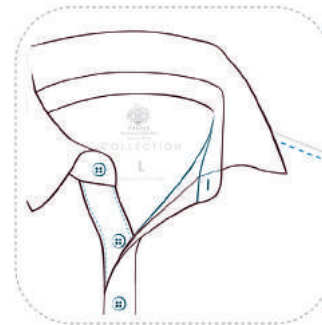
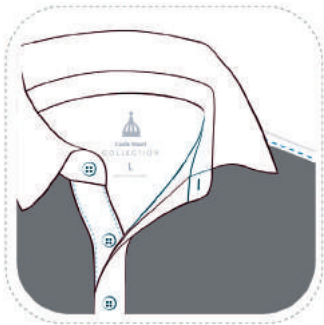
The Olde Farm



Tennessee Grasslands Golf and Country Club



# HEAT TRANSFER LABEL



Color : Light Grey



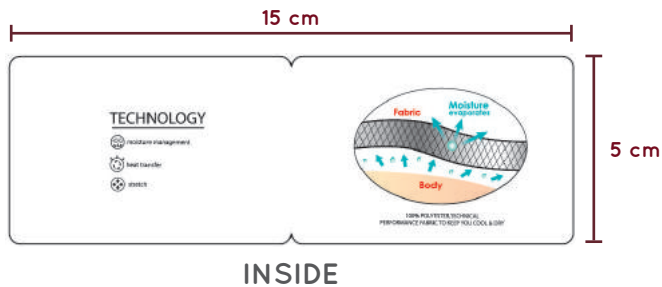
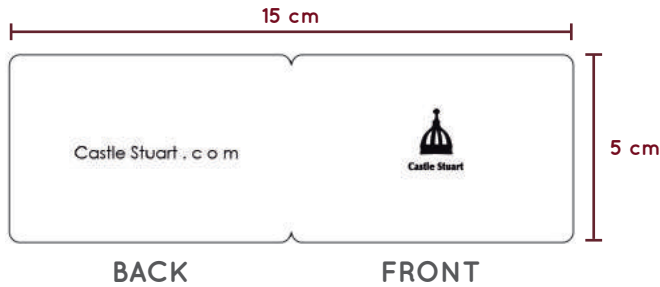
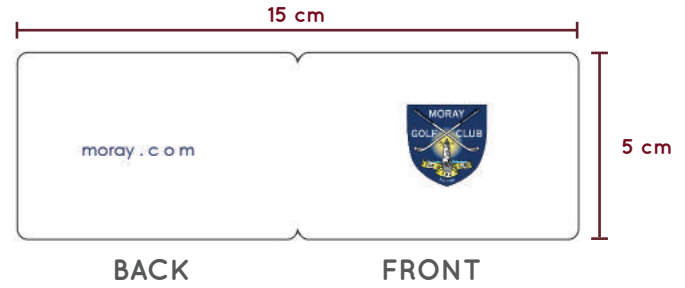
Color : Light Grey





# HAG TAG DESIGN

The maximum size for a hang tag is : 12.95 cm x 6.9 cm



**FENIX**  
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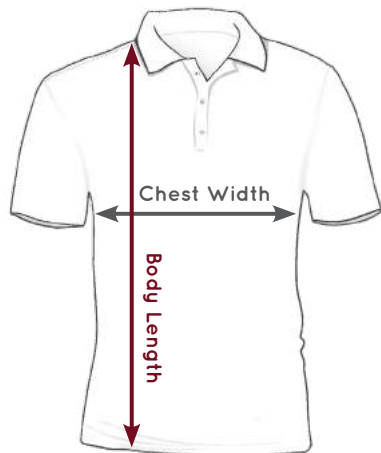
# Size Spec



With **Fenix Custom** we not only allow the customer to choose their own design, but also the specific size and fit of the shirts. We typically make our polo shirts in 3 standard sizes: European, American or Asian. For reference, the Fenix XCell retail line is made in European spec, but we frequently have customers who require a different fit. The customer also has the freedom to make adjustments to specific elements of the shirt such as the sleeve length, collar size, shirt length and more.

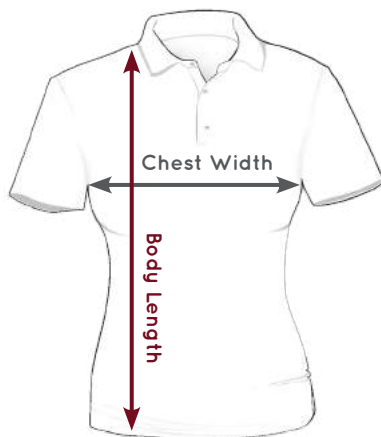
# Size Spec CHART

**\*\* SIZES ARE IN INCHES \*\***



MENS SPEC - JAPAN	XXS	XS	S	M	L	XL	2XL	3XL
CHEST WIDTH	-	-	18	19.5	20.5	22.5	23.5	-
BODY LENGTH	-	-	25.5	27.5	28.5	29.5	30.5	-

MENS SPEC - USA	XXS	XS	S	M	L	XL	2XL	3XL
CHEST WIDTH	20	21	22	23	24	25	26	27
BODY LENGTH	27	28	29	30	31	32	33	34



MENS SPEC - EUROPEAN	XXS	XS	S	M	L	XL	2XL	3XL
CHEST WIDTH	-	20	21	22	23	24	25	26
BODY LENGTH	-	28.5	29	29.5	30.5	31.5	32	32.5

LADIES SPEC - EUROPEAN	XXS	XS	S	M	L	XL	2XL	3XL
CHEST WIDTH	-	20	21	22	23	24	25	26
BODY LENGTH	-	28.5	29	29.5	30.5	31.5	32	32.5



DIRECT EMBROIDERY



HEAT TRANSFER



EMBROIDERED PATCH



RUBBER STAMP



SUBLIMATED PRINT



FENIX  
CUSTOM

*Events*



# GOLF AND SPORTS



PRODUCTS AND SERVICES







DMHOME



RICOH  
imagine. change.



FRAGRANT  
PROPERTY





*Portfolio*

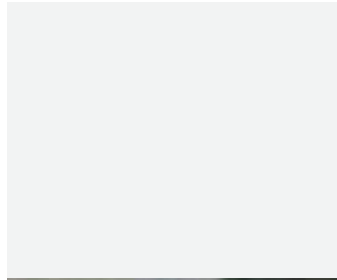


**FENIX**  
CUSTOM

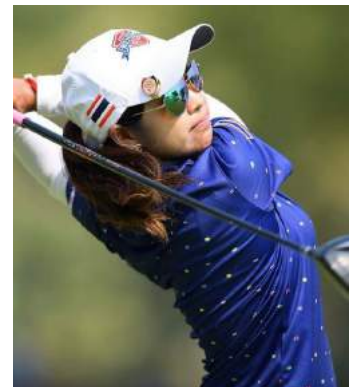


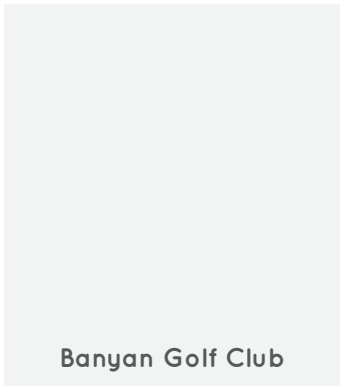
Lee Hsien Loong Cup 2019





2018  
Amata Friendship Cup



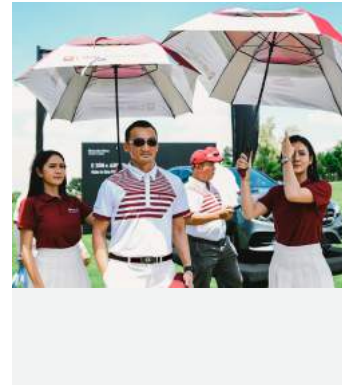


Banyan Golf Club



Dansea Corporate Golf Day





# Testimonials



## Vicky Jones (European Tour)

“Well done Fenix...good job. It is very important that both our staff and sponsors want to wear our event shirts and caps, and everyone was delighted with your style and your quality. We have now worked with you for four years as the official apparel sponsor, and your service and delivery is always first class.”



## Wanida Imprai (Ricoh)

“At Ricoh we are very protective of our brand image, which is why we like to work with Michael Moir and his Fenix team. Not only do they have a wide range of products, from Polo Shirts to visors, and jackets to bags, but their deliveries are always on time, and our customers love to use a well-made product.”



## Badea Esbai (Audi Quattro Cup)

“It is hard to source apparel in the Middle East, so for the past few years Fenix have supplied us with everything for our Audi Quattro Cup event. They came up with some great ideas and we never need to worry about the quality of printing or the delivery time. We are a happy customer for sure!”



## Tomi Latva-Kiskola (AIG)

“The Hong Kong 7's is an important event, where AIG need to impress. Fenix's polo shirts and hats are always popular and we often see customers wearing them weeks later which is great for our branding.”



### **Steven O'Connor (BlueScope)**



“As a keen golfer, I was already aware of the Fenix brand, having bought some of their polo shirts for golf. But when I was made aware of the Fenix Custom program, I thought their custom apparel service could be very useful for BlueScope. We have since ordered uniforms for our workers and they couldn't be happier with the quality and design. It's reassuring to know that our staff are looking sharp and work and that the brand is being showcased well.”

### **John Blanch (Thai Country Club)**



“After years of ordering our staff uniforms from a number of suppliers, when Fenix Custom offered us a one-stop-shop service to design uniforms for all our departments, I was a no-brainer. From caddie uniforms to more formal outfits for our office staff, and everything in between, having the designs coordinated across departments is critical and we have that with Fenix Custom. In addition, a single point of call rather than multiple has saved us a lot of wasted time and effort.”

### **Jiboy Korula (American Express)**



“With our very hot climate in Saudi Arabia, using Fenix Custom fabrics is of huge benefit, as they are designed for hot climates. Amex being a top international brand, it's important for us to dress well and deliver the right message to our customers. The quality provided by Fenix Custom delivers every time for us, and we have now worked with them for three years. Well done to all.”

### **Peter Downie (Clearwater Bay Golf & Country Club)**



“We chose Fenix not only as a supplier for our proshop but also for several of our events and tournaments, as they come up with original designs and at competitive prices. Add quality and fabrics for our humid climate and Fenix is hard to compete.”



CIMB preferred

CIMB preferred

CIMB preferred

Mercedes-Benz  
E 350 e AMG D  
Wheels in One Piece

CIMB preferred