



NEVER OUT OF STOCK

PRODUCT ASSORTMENT

GANT



NEVER OUT OF STOCK

The Never Out of Stock (NOS) program offers a range of classic Preppy Essentials with an iconic GANT feel. This program allows GANT to always have the most commercial products available to our consumers at any given time.

With a strategic product selection, we offer Preppy Essentials in basic colors that are approachable for both new and loyal GANT consumers – a product range especially useful as key volume drivers.

The Never Out of Stock program is available now and only in a certain box quantities .
Orders can be placed all year.

Let's stay true to our brand's style!

FW20



WHY A NOS PROGRAM?

By offering a timeless Preppy Essential NOS program, all year round, it enables us to always offer our beloved classics to the customer.

With the Never Out of Stock program, we make sure to prevent lost sales and ensure to always offer a selected range of our classic GANT carryovers in basic colors at any time.



MEN'S SHIRTS



The GANT story begins in 1949 with a dream of creating the perfect shirt.



GANT

THE BROADCLOTH REG BD



110



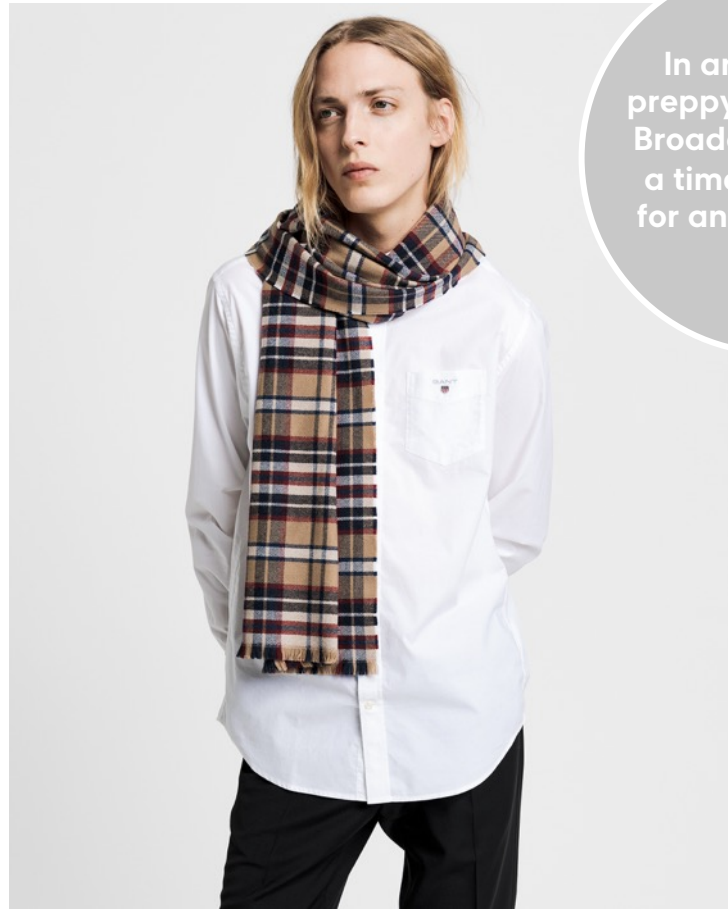
420



436

3046400 The Broadcloth Reg BD

100% Cotton, Broadcloth weave – Button down collar – Back collar button
Locker loop at center back yoke – Signature button – GANT shield
embroidery on chest pocket – Secured button stitch



In an essential preppy weave, this Broadcloth Shirt is a timeless staple for any wardrobe.





Broadcloth is one of our essential weaves, and gingham checks are a firm favorite.



THE BROADCLOTH GINGHAM REG BD



468



436

3046700 The Broadcloth Gingham Reg BD

100% Cotton, Broadcloth weave – Button down collar – Back collar button
Locker loop at center back yoke – Signature button – GANT shield
embroidery on chest pocket – Secured button stitch



The Button-Down
Shirt remains a
preppy icon.



THE OXFORD SHIRT BD



110



468



423



662

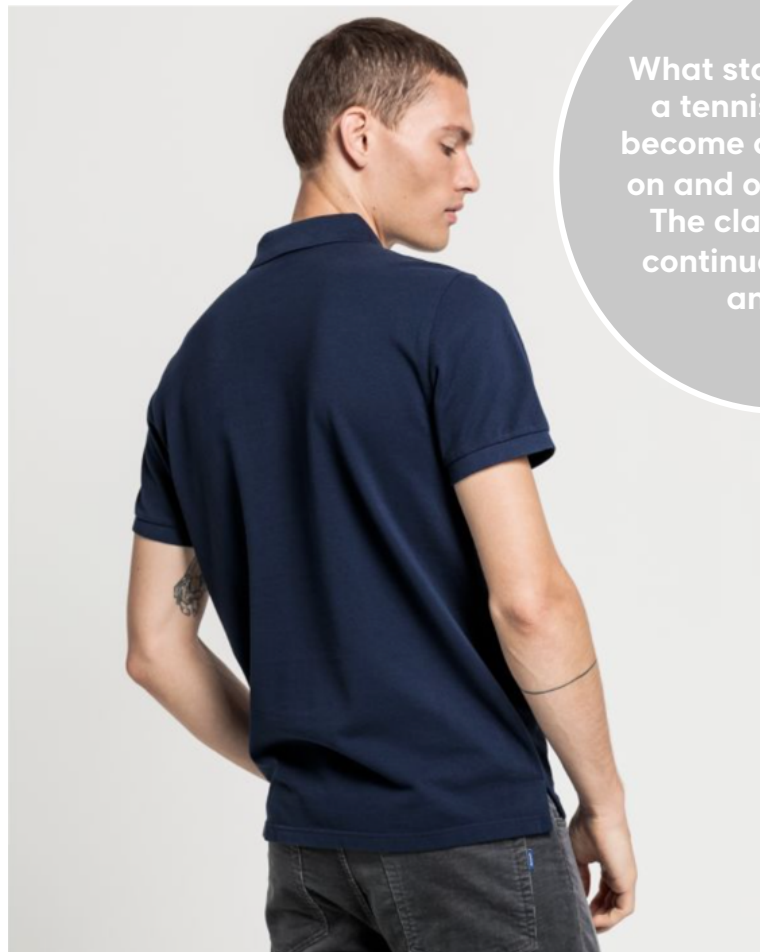
3046000/02 The Oxford Shirt Reg BD/Slim BD

100% Cotton, Oxford weave – Button down collar – Back collar button – Locker loop at center back yoke – Signature button – GANT shield embroidery on chest pocket – Secured button stitch

IMAGE CORRECTION NOTE
NO POCKET ON SLIM FIT



MEN'S JERSEY



What started out as
a tennis shirt has
become an icon both
on and off the court.
The classic Piqué
continues to serve
an ace.



THE ORIGINAL PIQUE SS RUGGER



5



93



110



433



468

2201 The Original Pique SS Rugger

100% Cotton – High quality yarn composition – Imitation mother of pearl buttons with GANT branding – Flatknit collar and cuffs – Self fabric necktape and side slits GANT shield logo on chest – Forward shoulders



THE ORIGINAL SS T-SHIRT



5



110



433



94

234100 The Original SS T-shirt

100% Cotton – GANT shield logo on chest – Self fabric neck tape –
Chainstitch at neck – Double needle stitch at cuff and bottom hem



MEN'S KNITWEAR



Our Classic Cotton
V-neck sweater is
perfect for all
seasons.
Undoubtedly an
essential, timeless &
preppy piece.



CLASSIC COTTON V-NECK



005



092



433



902

8030542 Classic Cotton V-neck

Made out of 100% Cotton - With a soft and clean handfeel -
Perfect for all seasons - Contrast stripe in neck - Contrast lock up at chest,
matching neck tape.



MEN'S PANTS



The Slim Tech Prep Chino – A quintessential piece of modern American Sportswear. Chinos are practical, comfortable, and democratic: everyone looks good in chinos.

SLIM TECH PREP CHINO



1501356 Slim Tech Prep chino

Fabrics: Shell: 71% Cotton, 26% Polyester, 3% Elastane

– GANT branded waist button – GANT logo at right back welt pocket

410



The Chino –
A quintessential piece
of modern American
Sportswear. Chinos
are practical,
comfortable, and
democratic: everyone
looks good in
chinos.



TWILL CHINO

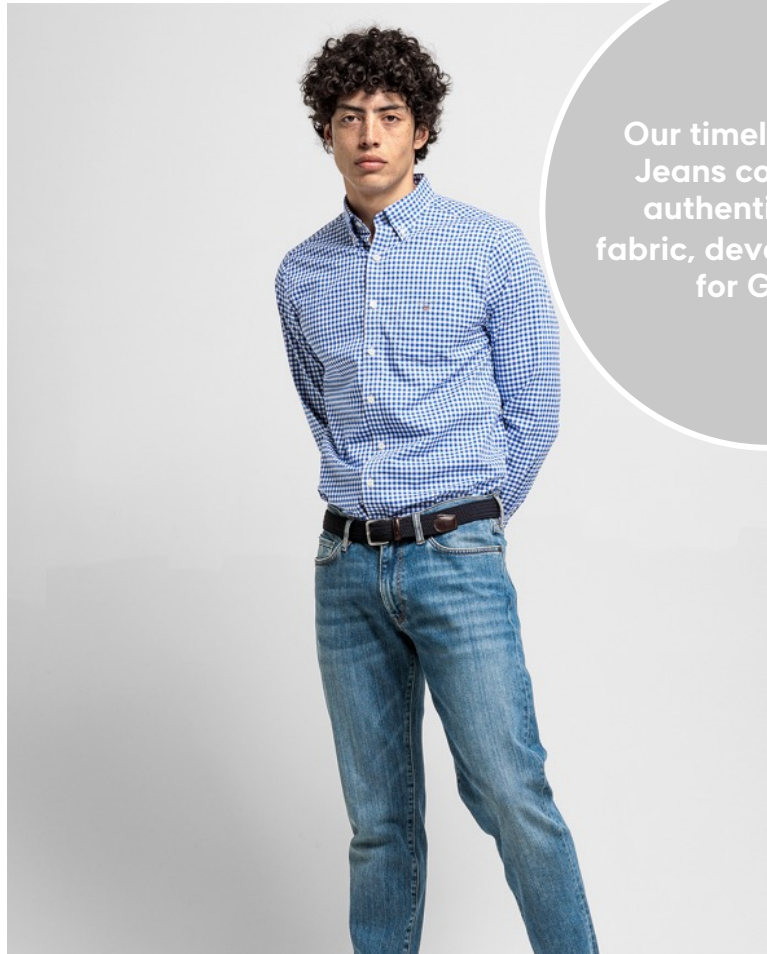
1500150/1500156 Regular/Slim Twill Chinos
98% Organic Cotton, 2% Elastane – GANT branded waist
button – GANT logo at right back welt pocket – Belt loop



248



410



Our timeless GANT
Jeans come in an
authentic denim
fabric, developed only
for GANT.



GANT JEANS



960



971

1315008/09 Slim GANT Jeans / Regular GANT Jeans
98% Cotton, 2% Elastane – Rinse Wash/Mid Blue Wash –
Tonal GANT Lock Up logo embroidery on coin pocket – GANT
branded metal button and rivets – Recycled leather patch at
back waistband – GANT logo tab at right back pocket

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HOW TO USE THE NOS BOOK?

The NOS book is intended as a sell-in tool to be presented during each sell-in period together with content from the seasonal Sales & Activity plan documents. The NOS book can also be presented as a stand-alone tool, at any time of year, as a reminder of what products GANT keeps available at any time.

To facilitate, the Sales & Activity plan and the NOS book are both made in PowerPoint. Depending on your local needs, the material can therefore easily be adapted since it comes in an open format.

When your kit is ready, don't forget to save it as a PDF before sending it out since the GANT font is not compatible with all computers.

The NOS program is available all year round, so let's make sure to keep up the sales!

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