



SOUTHERN TIDE

SPRING MEN'S COLLECTION

2024



ICONS KEY



QUICK-DRY



WICKING



STRETCH



COOLING MATERIALS



UV PROTECTION



BRRR COOLING TECHNOLOGY



WATER REPELLENT



SUSTAINABLE MATERIALS



ANTI-MICROBIAL



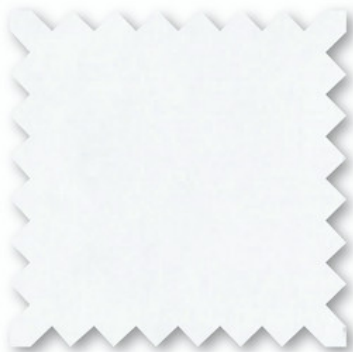
brrr° INTERCOASTAL SPORT SHIRTS | 12/25



Button down collar | Left chest pocket | Eyelets under arm | Sleeve placket with 2-button adjustable cuff |
 Branded IMOP buttons | Blue button sew on bottom button of front sleeve and sleeve placket | No logo | 91% brrr°
 Nylon 9% Spandex | S-XXL | 145006525

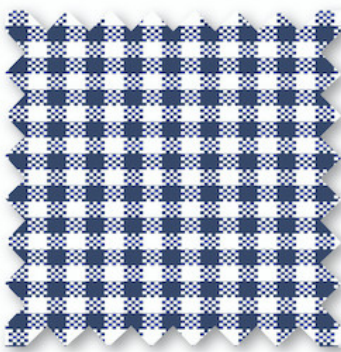


BRRR° SOLID INTERCOASTAL
 8546 CLASSIC



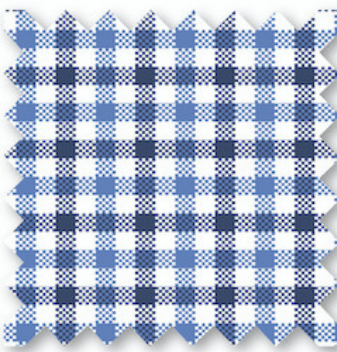
CLASSIC WHITE

BRRR° MICRO-GINGHAM
 7857 CLASSIC



SEVEN SEAS BLUE

BRRR° BOWRY
 7858 CLASSIC



SEVEN SEAS BLUE

SKIPJACK POLO | 12/25



8900 Rib collar | 2 button placket | Pique polo with rib knit collar and sleeve cuffs | Droptail hem | Blue branded edge IMOP buttons | Signature Skip-stripe navy and white taping at interior neck binding and side vents | Royal Blue bar tack at side vents | Full color Skipjack embroidery on left chest | 97% Organic Cotton 3% Spandex | XS-XXL (3XL as noted*) | 88003960



CLASSIC WHITE*



BLACK*



OCEAN CHANNEL*



TRUE NAVY*



ORCHID PETAL



MARINE BLUE (1/25)



PALE ROSETTE PINK (1/25)

SS RYDER PERFORMANCE POLO | 12/25



8082 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 88% Polyester 12% Spandex | Sizes S-XXL | 98004214



TRUE NAVY

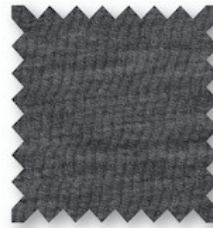


CLASSIC WHITE

brrr° eeze HEATHER PERFORMANCE POLO | 12/25



10348 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 48% Polyester 45% brrr° Nylon 7% Spandex | S-XXL | 108004860



HEATHER
CAVIAR BLACK



HEATHER
NAUTICAL NAVY



HEATHER
MARINE BLUE
(1/25)



HEATHER
OCEAN CHANNEL



HEATHER
STEEL GREY



HEATHER
ORCHID PETAL
(1/25)

CRUISER HEATHER 1/4 ZIP | 12/25



9620 Self collar | Quarter zip | Self sleeve cuff and hem band | Zipper placket with rubber branded pull | Signature Skip-stripe interior neck tape | Rubber Skipjack coin on back neck | 88% Polyester 12% Spandex | S-XXL | 120005200



HEATHER
DRESS BLUE



HEATHER
SLATE GREY

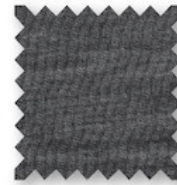


HEATHER
CAVIAR BLACK

brrr° eeze HEATHER PERFORMANCE POLO | 12/25



10348 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 48% Polyester 45% brrr° Nylon 7% Spandex | S-XXL | 108004860



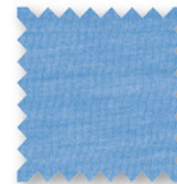
HEATHER
CAVIAR BLACK



HEATHER
NAUTICAL NAVY



HEATHER
MARINE BLUE



HEATHER
OCEAN CHANNEL



HEATHER
STEEL GREY



HEATHER
ORCHID PETAL

brrr° DESMOND STRIPE PERFORMANCE POLO | 12/25



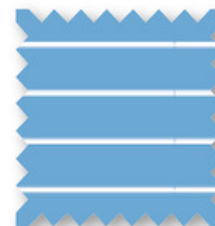
10055 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded Imitation Mother of Pearl buttons | Outline Skipjack heatseal on back neck | 48% Polyester 45% brrr Nylon 7% Spandex | S-XXL | 108004860



BLACK



NAVY



RUSH BLUE



UNIVERSITY BLUE

CRUISER HEATHER 1/4 ZIP | 12/25



9620 Self collar | Quarter zip | Self sleeve cuff and hem band | Zipper placket with rubber branded pull | Signature Skip-stripe interior neck tape | Rubber Skipjack coin on back neck | 88% Polyester 12% Spandex | S-XXL | 120005200



HEATHER
DRESS BLUE



HEATHER
SLATE GREY



HEATHER
CAVIAR BLACK

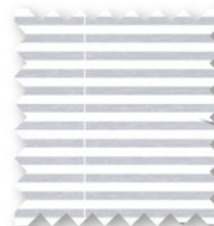
HEATHER CRUISER MICRO-STRIPE 1/4 ZIP | 12/25



10051 Self Collar | Quarter zip | Self sleeve cuff and hem band | Zipper placket with rubber branded pull | Signature Skip-stripe interior neck tape | Rubber Skipjack coin on back neck | 88% Polyester 12% Spandex | S-XXL | 120005400



HEATHER BLACK



HEATHER
SLATE GREY



HEATHER NAVY

brrr° ILLIANT PERFORMANCE HOODIE | 12/25



9742 Hood | Overlap at front neckline | Signature Skip-stripe interior neck tape | Reflective paracord locker loop in back neck | Active Skipjack reflective coin on center back neck | Raised reflective Southern Tide wordmark on front left hem | 46% brrr Polyester 46% Polyester 8% Spandex | XS-XXL | 98004410



NAUTICAL NAVY



CAVIAR BLACK



STEEL GREY

brrr° ILLIANT PERFORMANCE SS TEE | 12/25



9710 Self fabric | Signature Skip-stripe interior neck tape | Active Skipjack reflective coin on center back neck | Raised reflective Southern Tide wordmark on front left hem | 46% brrr Polyester 46% Polyester 8% Spandex | XS-XXL | 78003500



NAUTICAL NAVY



CAVIAR BLACK



PLATINUM GREY



CLEARWATER
BLUE

brrr° ILLIANT PERFORMANCE LS TEE | 12/25



9738 Self fabric | Signature Skip-stripe interior neck tape | Active Skipjack reflective coin on center back neck | Raised reflective Southern Tide wordmark on front left hem | 46% brrr Polyester 46% Polyester 8% Spandex | XS-XXL | 88004000



NAUTICAL NAVY



CAVIAR BLACK



PLATINUM GREY

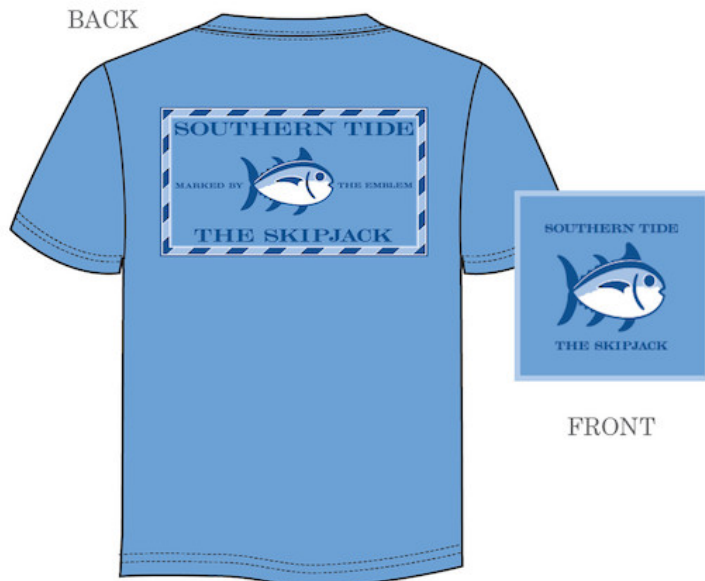


CLEARWATER BLUE

ORIGINAL SKIPJACK SS T-SHIRT | 12/25

1610 Rib collar | Graphics located on pocket and back | 100% Cotton | XS-XXXL | 48002064

BACK



FRONT

OCEAN CHANNEL



YACHT BLUE



OCEAN CHANNEL



CLASSIC WHITE

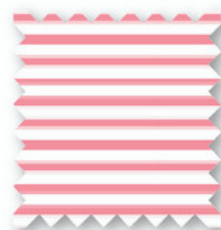


OFFSHORE GREEN

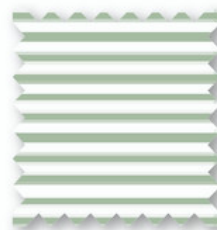
brrr° eeze MEADOWBROOK STRIPE POLO | 12/25



10617 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 83% brrr° Nylon 17% Spandex | S-XXL | 108004860



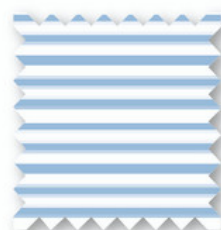
GERANIUM PINK



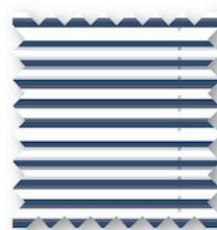
SMOKE GREEN



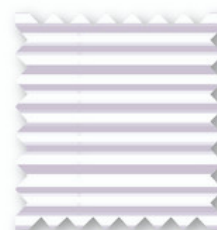
PLATINUM GREY



CLEARWATER
BLUE



AGED DENIM



ORCHID PETAL

BOWLINE PERFORMANCE VEST | 12/25



10333 Self Collar | Full zip | Chest zipper pocket | Zipper hand pockets | CF 2-way reverse coil zipper with branded rubber silicone puller | CF windguard for comfort | Self interior binding for clean finish | Fine mesh interior pocket bags | Locker loop at back neck | ST stripe back neck tape | Active Skipjack reflective heat transfer on CB collar | 85% Nylon 15% Spandex | S-XXL | 148006660



DRESS BLUE

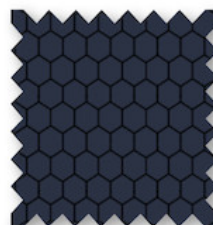


PLATINUM GREY

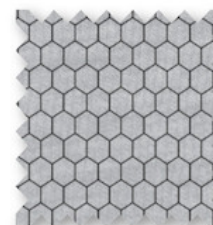
SCUTTLE HEATHER HOODIE PERF 1/4 ZIP | 12/25



9343 Quarter Zip | Exterior raised Skipjack clamp label at bottom hem | Hood | Fold over self-cuff | Zipper with branded zipper pull | 93% Polyester 7% Spandex | S-XXL | 120005200



HEATHER
TRUE NAVY



HEATHER
SLATE GREY

ORIGINAL SKIPJACK T-SHIRT | 12/25

1610 Rib collar | Graphics located on pocket and back | 100% Cotton | XS-XXXL | 48002064



TUSCAN SUN

SKIPJACK POLO | 1/25



8900 Rib collar | 2 button placket | Pique polo with rib knit collar and sleeve cuffs | Droptail hem | Blue branded edge IMOP buttons | Signature Skip-stripe navy and white taping at interior neck binding and side vents | Royal Blue bar tack at side vents | Full color Skipjack embroidery on left chest | 97% Organic Cotton 3% Spandex | XS-XXL | 88003960



MARINE BLUE



PALE ROSETTE
PINK



ORCHID PETAL

THE SEAPORT POLO | 1/25

10900 | 11312 Self collar | 3 button placket | Droptail hem | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 57% Pima Cotton 38% Tencel 5% Spandex | S-XXL | 98004410



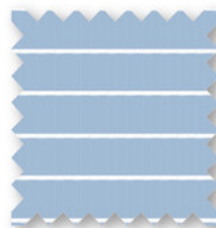
CLASSIC WHITE



AGED DENIM
(11312)

THE SEAPORT DAVENPORT STRIPE POLO | 1/25

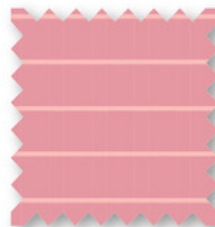
10625 Self collar | 3 button placket | Droptail hem | Branded IMOP buttons | Outline Skipjack heat seal on back neck
| 57% Pima Cotton 38% Tencel 5% Spandex | S-XXL | 98004410



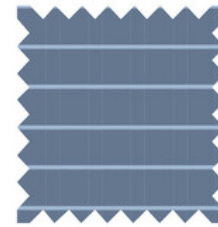
CLEARWATER
BLUE



MORNING MIST
SAGE



GERANIUM PINK



CORONET BLUE

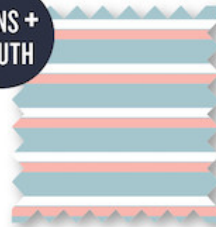
RYDER HEATHER HALLS PERFORMANCE POLO | 1/25



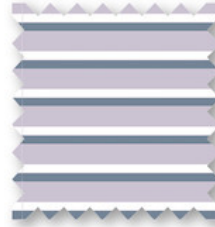
10616 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 88% Polyester 12% Spandex | S-XXL | 98004214



MENS +
YOUTH



HEATHER WAKE
BLUE



HEATHER ORCHID
PETAL

MENS +
YOUTH

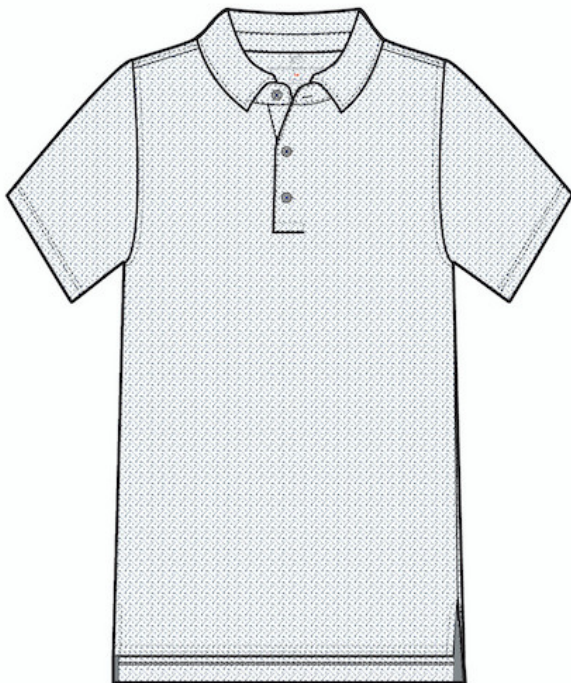


HEATHER PALE
ROSETTE PINK

DRIVER CLUBBIN IT PRINTED POLO | 1/25



10692 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 94% Recycled Poly 6% Spandex | S-XXL | 98004214



CLASSIC WHITE



AGED DENIM

DRIVER LET'S GO CLUBBING PRINTED POLO | 1/25



10693 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 94% Recycled Poly 6% Spandex | S-XXL | 98004214



OCEAN AQUA



CORONET BLUE

brrr° eeze HEATHER PERFORMANCE POLO | 1/25



10348 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 48% Polyester 45% brrr° Nylon 7% Spandex | S-XXL | 108004860



HEATHER
ORCHID PETAL



HEATHER
MARINE BLUE

BOWLINE PERFORMANCE VEST | 1/25



10333 Self Collar | Full zip | Chest zipper pocket | Zipper hand pockets | CF 2-way reverse coil zipper with branded rubber silicone puller | CF windguard for comfort | Self interior binding for clean finish | Fine mesh interior pocket bags | Locker loop at back neck | ST stripe back neck tape | Active Skipjack reflective heat transfer on CB collar | 85% Nylon 15% Spandex | S-XXL | 148006660



CAVIAR BLACK

BOWLINE 1/2 ZIP PERF HOODIE PULLOVER | 1/25

10732 Half zip with hood | Chest zipper pocket | Zipper hand pockets | CF reverse coil zipper with branded rubber silicone puller | CF windguard for comfort | Self interior binding for clean finish | Fine mesh interior pocket bags | Locker loop at back neck | ST stripe back neck tape | Reflective Southern Tide heat transfer centered on exterior hood | 85% Nylon 15% Spandex | S-XXL | 168007560



PLATINUM GREY



DRESS BLUE



CAVIAR BLACK

CLUBBIN' IT PRINT CRUISER 1/4 ZIP | 1/25



10691 Self collar | Quarter zip | Self sleeve cuff and hem band | Zipper placket with rubber branded pull | Signature Skip-stripe interior neck tape | Rubber Skipjack coin on back neck | 88% Polyester 12% Spandex | S-XXL | 128005760



CLASSIC WHITE



AGED DENIM

ISLAND CAMO PRINT CRUISER 1/4 ZIP | 1/25



10690 Self Collar | quarter zip | Self sleeve cuff and hem band | Zipper placket with rubber branded pull | Signature Skip-stripe interior neck tape | Rubber Skipjack coin on back neck | 88% Polyester 12% Spandex | S-XXL | 128005760



MENS +
YOUTH



CLEARWATER
BLUE



CLASSIC WHITE

brrr° ILLIANT PERFORMANCE HOODIE | 1/25



9742 Hood | Overlap at front neckline | Signature Skip-stripe interior neck tape | Reflective paracord locker loop in back neck | Active Skipjack reflective coin on center back neck | Raised reflective Southern Tide wordmark on front left hem | 46% brrr Polyester 46% Polyester 8% Spandex | XS-XXL | 98004410

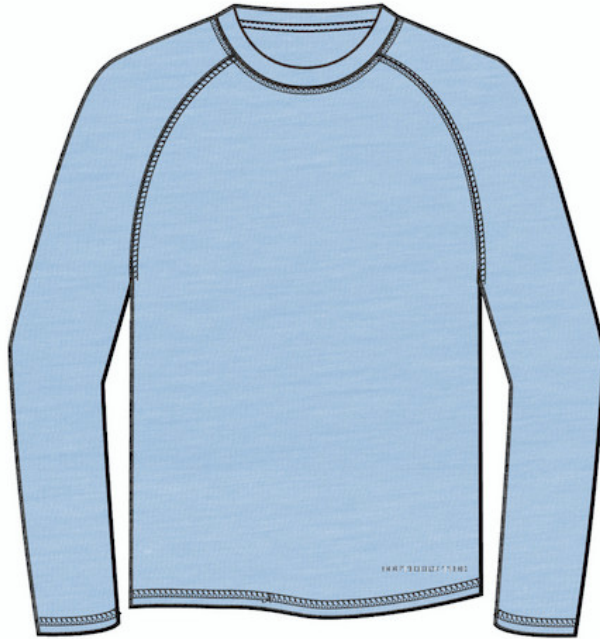


CLEARWATER
BLUE

brrr° ILLIANT PERFORMANCE LS TEE | 1/25



9738 Self fabric | Signature Skip-stripe interior neck tape | Active Skipjack reflective coin on center back neck | Raised reflective Southern Tide wordmark on front left hem | 46% brrr Polyester 46% Polyester 8% Spandex | XS-XXL | 88004000

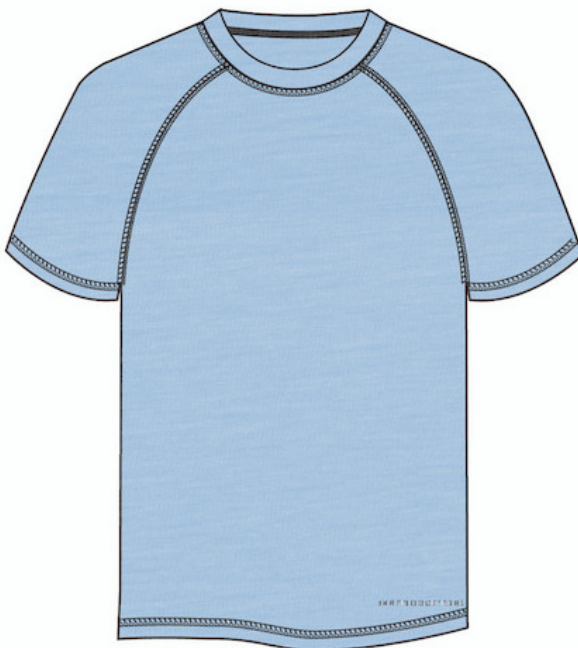


CLEARWATER
BLUE

brrr° ILLIANT PERFORMANCE SS TEE | 1/25



9710 Self fabric | Signature Skip-stripe interior neck tape | Active Skipjack reflective coin on center back neck | Raised reflective Southern Tide wordmark on front left hem | 46% brrr Polyester 46% Polyester 8% Spandex | XS-XXL | 78003500



CLEARWATER
BLUE

THE SEAPORT TEE | 1/25

10919 | 11311 Self collar | Flag label at left hem | 57% Pima Cotton 38% Tencel 5% Spandex | XS-XXL | 58002610



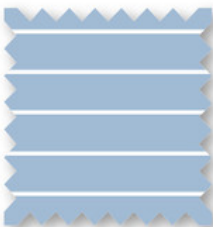
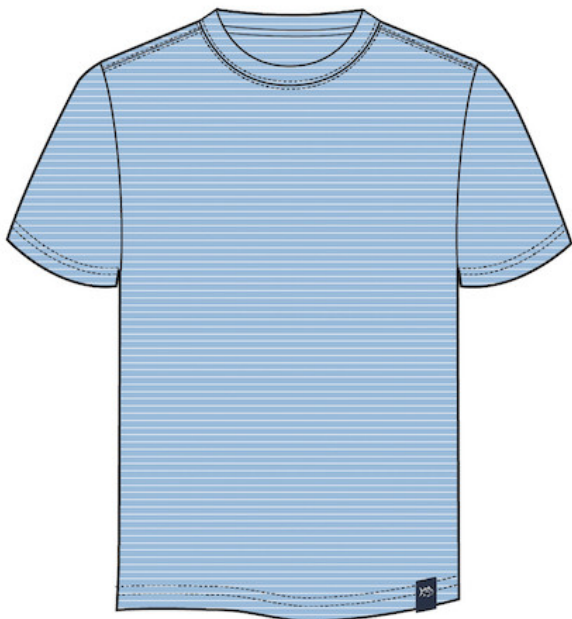
AGED DENIM
(11311)



CLASSIC WHITE

THE SEAPORT DAVENPORT STRIPE TEE | 1/25

10847 Self collar | Flag label at left hem | 57% Pima Cotton 38% Tencel 5% Spandex | XS-XXL | 58002610



CLEARWATER
BLUE



MORNING MIST
SAGE



GERANIUM PINK



CORONET BLUE

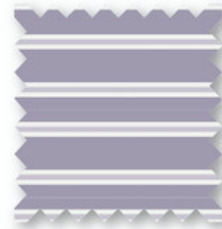
brr° eeze BEATTIE STRIPE PERFORMANCE POLO | 2/25



10621 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 83% brr° Nylon 17% Spandex | S-XXL | 108004860



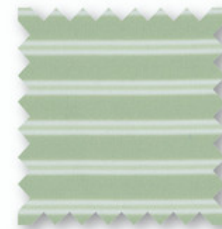
AGED DENIM



WISTERIA PURPLE



WINDWARD BLUE



SMOKE GREEN



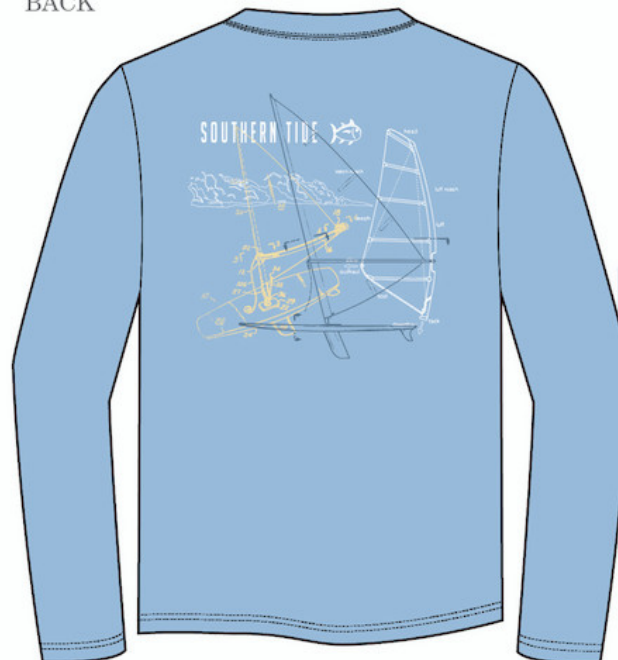
DESERT FLOWER CORAL

WINDSURFER LS PERF T-SHIRT | 2/25



10778 Self collar | No pocket | Graphics located on left chest and back | 92% Polyester 8% Spandex | XS-XXL | 58002610

BACK



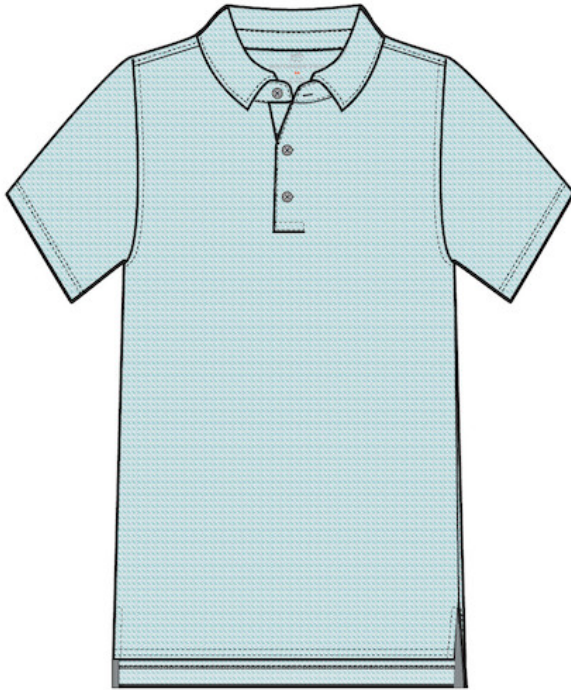
FRONT

CLEARWATER BLUE

DRIVER GETTING ZIGGY WITH IT POLO | 3/25



10721 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 94% Recycled Poly 6% Spandex | S-XXL | 98004214



PLATINUM GREY



CORONET BLUE

MENS +
YOUTH



APRICOT BLUSH
CORAL

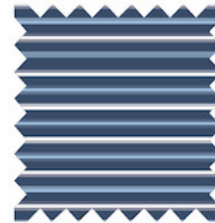


WAKE BLUE

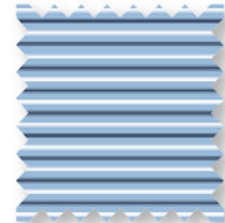
brrr° eeze BAYTOP STRIPE PERFORMANCE POLO | 3/25



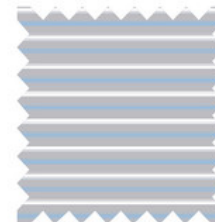
10623 Self collar | 3 button placket | Droptail hem | Internal collar stays in collar | Branded IMOP buttons | Outline Skipjack heat seal on back neck | 83% brrr° Nylon 17% Spandex | S-XXL | 108004860



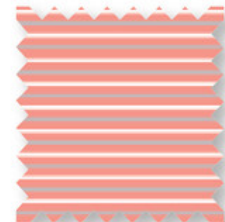
AGED DENIM



CLEARWATER BLUE



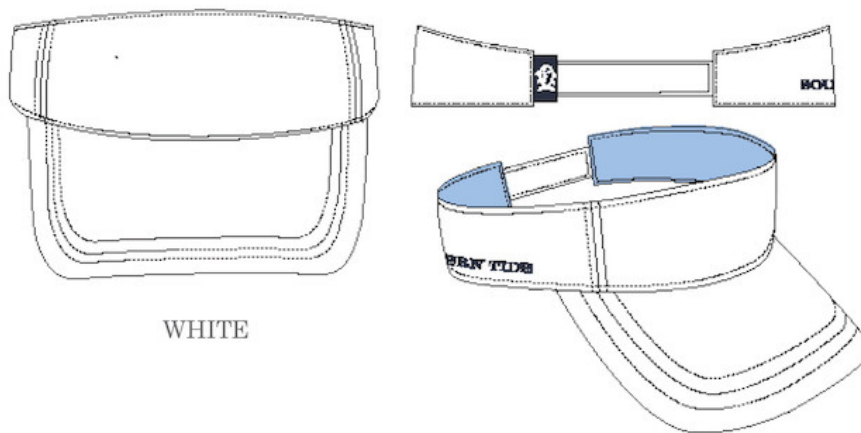
PLATINUM GREY



DESERT FLOWER
CORAL

PERFORMANCE VISOR (CUSTOM) | 12/25

6614 Southern Tide embroidery on wearer's right side | Skipjack fag label on back | Velcro closure | 96% Polyester 4% Spandex | one size (adjustable) | 29001300

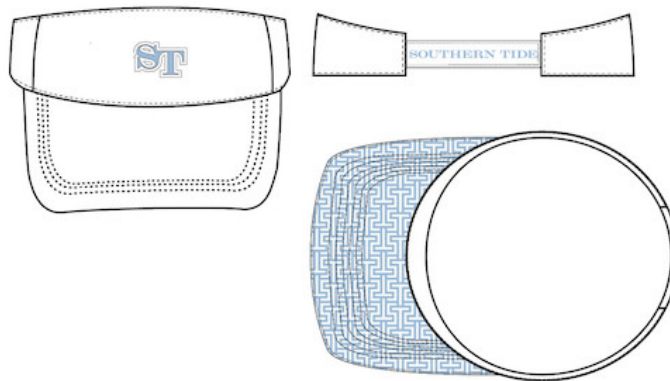


WHITE

ST PRINT PERFORMANCE VISOR | 1/25



10805 ST Logo | Velcro closure | Printed pattern under brim | 97% Polyester 3% Spandex | One Size | 29001300



MINI SKIPJACK HAT | 12/25

1960 Full Skipjack embroidery on front | Southern Tide embroidery on back | Logo rivet | Slide buckle | One size (adjustable) | 100% Cotton Twill | one size (adjustable) | 35001550



KHAKI



NAVY



WHITE



PINK

BLANK SKIPJACK HAT | 12/25

4384 Custom embroidery on front | One size (adjustable) | 100% Cotton Twill | one size (adjustable) | 35001550



NAVY



WHITE

BLANK PERFORMANCE HAT | 12/25

6640 No embroidery on front | Southern Tide on back strap | Performance sweatband | Velcro closure | One size (adjustable) | 97% Polyester 3% Spandex | one size (adjustable) | 35001550



YACHT BLUE



YACHT BLUE



WHITE



STORM CLOUD



DUSK BLUE

WATERWAY CAMO PRINT PERFORMANCE SUN HAT | 12/25

8767 Southern Tide Embroidery | Double hole pinch adjuster | Flecked boat rope | 100% Polyester | one size (adjustable) | 39001755



SEAGULL GREY



TRUE NAVY

BLANK PERFORMANCE CAMO PRINTED HAT | 12/25

9314 No embroidery on front | Southern Tide on back strap | Performance sweatband | Velcro closure | One size (adjustable) | 100% Polyester | one size (adjustable) | 35001550



CAVIAR
BLACK (1/25)



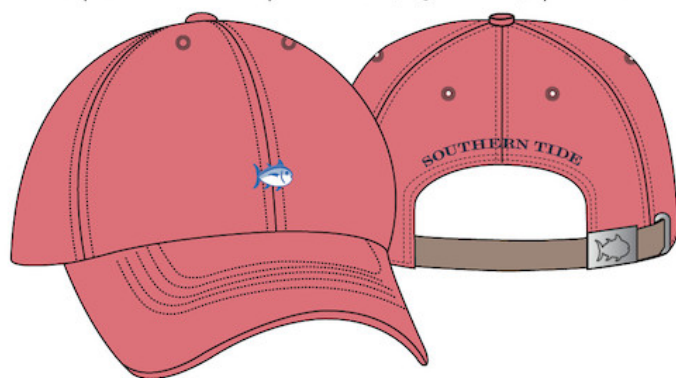
SEAGULL
GREY



TRUE NAVY

MINI SKIPJACK LEATHER STRAP HAT | 12/25

7356 Adjustable leather strap | Metal branded adjuster | Mini Skipjack embroidery | ST embroidery on back | Soft crown | 100% Cotton | one size (adjustable) | 35001550



CONCH SHELL



CHARCOAL



AQUAMARINE



LAVENDER



BLUE (1/25)



ORCHID PETAL
(1/25)



NEPTUNE

ST PERFORMANCE TRUCKER HAT | 12/25

10083 Performance Print design on front | Skipjack flag label on back | Snapback closure | High Crown | 94% Polyester / 6% Spandex | One size (adjustable) | 94% Polyester 6% Spandex | one size (adjustable) | 29001300



NAVY



WHITE