



SOFTSHELL JACKETS – STYLES, FEATURES & SELLING POINTS



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CONTENTS

1. What is a Softshell Jacket?
2. Key Features of Softshell Jackets
3. Popular Styles You Can Manufacture
4. Ideal Markets to Target
5. Selling Points to Emphasize
6. Optional Add-ons for Premium Styles

What is a Softshell Jacket?



Softshell jackets are lightweight, breathable, and flexible outerwear made from woven fabric. Designed to provide comfort, weather resistance, and movement, they are perfect for outdoor activities, corporate wear, or casual layering.

Key Features of Softshell Jackets

Each feature adds value for specific clients and markets:

Feature	Description	Benefit
Wind-resistant	Blocks out wind with tightly woven fabric	Keeps user warm without bulk
Water-repellent / Waterproof coating	Treated with DWR (Durable Water Repellent) or membrane lining	Keeps wearer dry in light rain
Stretch fabric (Spandex/Elastane blend)	Moves with the body	Ideal for active use and long wear
Breathable inner lining	Allows air circulation	Prevents overheating during movement
Inner fleece or brushed lining	Soft interior finish	Adds warmth and comfort
Adjustable cuffs and hems	Hook & loop or elastic toggles	Custom fit for protection and style
Multiple pockets	Zipped hand, chest, or sleeve pockets	Practical for carrying essentials
Chin guard and high collar	Protects neck from wind and cold	Increases comfort and insulation
Detachable or fixed hoods	Optional styles available	Versatility for various environments

Classic Full-Zip Softshell



Clean silhouette

Corporate-ready

Men's, women's & unisex options

Great for branding (embroidery/transfer)

Hooded Softshell



1

Fixed or detachable hood

2

Sporty, activewear appeal

3

Ideal for outdoor events,
teamwear

Two-Tone Panel Softshell



Contrast colors on sleeves, shoulders, or sides

Eye-catching design

Great for company branding and promotions

3-Layer Performance Softshell

- 1 Outer shell + membrane + fleece inner
- 2 Fully waterproof and windproof
- 3 Technical jacket for outdoor, hiking, or high-end wear



Hybrid Softshell (Mixed Media)

Softshell body with
quilted panels or
knit sleeves

Trendy, urban look

Combines function
with fashion





Hi-Vis Softshell (Safety Range)

1

Reflective strips and fluorescent colors



2

Compliant with safety standards



3

For construction, logistics, or night work

Ideal Markets to Target

1 Corporate Wear / Branded Uniforms

2 Promotional Merchandise

3 Outdoor Adventure & Travel

4 Team Apparel / Clubs / Schools

5 Retail (Sports & Fashion)



Selling Points to Emphasize

- 1 ✓ Stylish alternative to fleece or bulky jackets
- 2 ✓ Ideal for layering — all-season use
- 3 ✓ Easy to print or embroider logos
- 4 ✓ Unisex and gender-specific fits available
- 5 ✓ Premium yet affordable options
- 6 ✓ Durable, washable, and low maintenance

Sublimated softshell jackets ideal for corporate and retail



Optional Add-ons for Premium Styles



- 1 Reflective piping
- 2 Laser-cut pockets
- 3 Contrast zippers
- 4 Custom zip pullers or tags
- 5 Heat-sealed seams for waterproofing
- 6 Internal phone/media pocket with cable port
- 7 Sublimation printed and prep

Thank You

