

Dress for success! How Effective are Personalised T-Shirts as Promotional Products?

The fashion industry is never in decline. Our physical appearance is the showcase through which we present ourselves to the world. Although we cannot judge a book by its cover, sometimes we cannot avoid it. Clothing helps us to give a more or less accurate image of ourselves. From the colours to the shape, every detail helps to paint our figure.

It is then not surprising that the clothing branch seems to be going through a constant phase of growth. New trends are introduced every season. The most passionate follow them right away. Then, inevitably, even



those who are not in the front line for the latest fashion follow suit. The success of fashion items is reflected in the world of **promotional products** as well. Always useful and suitable for every type of audience, [branded clothing](#) and [custom fashion accessories](#) are able to spread the company logo thanks to the interest they arouse.

Speaking of promotional products, **personalised t-shirts** are undoubtedly the most coveted items. They are always in demand because they are versatile. Whether you are looking for corporate gifts for your customers or for branded clothing to create a distinctive work outfit, **printed t-shirts** can best perform their promotional function. Especially since, thanks to the large printing surface and the use that is made of them, they will be able to bring your logo under the gaze of anyone.

The Strength of Printed T-Shirts as Promotional Products: The Class of Simplicity

Personalised t-shirts appeal to everyone thanks to their linear design. But what is their strength, the quality that makes them such common and yet always appreciated corporate gifts? We

have no doubt about the answer. The key to their success is their simplicity. Thanks to it, printed or **embroidered t-shirts** are promotional products of the highest quality and maximum effectiveness. Things do not change whether they are offered as a gift to customers or distributed to employees as a uniform.

Simplicity also means high possibility of customisation. Deciding to make **printed t-shirts** opens the way to endless options. This is true both for the different techniques which can be applied and for the size of the area available. This last feature allows your logo to be clearly visible even at a distance. In this way, customers as well as passers-by will be easily captured by the image. A glance will be enough to arouse their interest. As a result, both your name and your logo will impress with great ease in their memory.

Branded T-Shirts for Employees: Spread Good Vibes in Your Team with a Super-Comfortable Corporate Gift

All businesses should adopt a working uniform. It does not matter whether it is a company, a catering activity, a shop or a leisure centre. Anyone would benefit from it. Giving your team **branded clothing** to wear while they are working means that all the members will be easy to recognise. This will make the customer experience smoother. Moreover, it will give the image of a brand that is attentive to detail and able to stand out.



Printed t-shirts can be combined with other accessories. [Personalised aprons](#) will be a cannot-do-without item for restaurants. On the other hand, [personalised baseball caps](#) or [customizable bucket hats](#) will make the atmosphere in bars and pubs feel appropriately informal. Companies and brands that take part in events will need [personalised badges](#), so as to make it possible to identify each member of the team in the blink of an eye. This simple move can shorten the distance between the company and the customer and have a positive effect on how this latter perceives your brand.

Another factor that makes **branded t-shirts** perfect for a work uniform is their comfort. Your team will feel at ease at work if they wear a practical piece of clothing. This will reflect on how they interact with the public as well. Finally, the image that a company gives of itself greatly affects how it is perceived by customers.



Printed t-shirts give the idea of a strong and defined identity. In a world full of diversity, asserting your uniqueness is hard, but succeeding in it is a guarantee of success.

Creating Custom T-Shirts for Customers: Useful as a Common Accessory, Unique as a Personalised Corporate Gift

The brands who adopt **printed t-shirts** as corporate gifts for customers can count on the effectiveness of a simple and commonly used product, made special by the printing of the company logo. Everyone has at least one t-shirt in their closet. For this reason, giving away personalised t-shirts or [printed polo shirts](#) means offering a fashion accessory that can be worn often, but which stands out for being unique as well.

It goes without saying that creating a high-quality print with a strong visual impact is decisive for the success of **branded t-shirts**. The logo will be your signature on such popular accessories and the detail that will entice customers to choose your T-shirt instead of another with little personality. The more people will wear your printed t-shirts, the more they will carry your logo around. At the supermarket, on the street, in the pub

or at friends' house, anyone can notice the print on your t-shirt. This will probably make them curious enough to ask for information and try your services.

Types Of Personalised T-Shirts: Choose Them According to the Recipient

HiGift's catalogue divides printed t-shirts into three categories, depending on who will receive your **corporate gifts**. You will find:

- [Branded t-shirts for men and printed unisex t-shirts](#). These models are perfect if you are looking for a gift that can fit all customers.
- [Printed t-shirts for women](#). These items are designed so as to fit perfectly to a female torso. They can be chosen by a brand that only has women in its work team or that targets an exclusively female audience. In both cases, these personalised t-shirts will be a much appreciated tailor-made gift.
- [Personalised children's t-shirts](#). These models are ideal for schools or leisure centres for kids. Giving children printed t-shirts with the logo and the name of the activity to which they are enrolled will increase their sense of belonging. This is very important to their age. Being in a group and



feeling part of it is crucial for the child to begin to take his first steps in the world outside the family. **Personalised t-shirts** can reassure them about the fact that they are accepted by their peers and make them feel included.

Once you have defined the recipient and chosen the type of t-shirt, you will have several options to choose from. The various **branded t-shirts** differ for material and design. We find custom t-shirts made of 100% cotton and printed t-shirts in polyester. There is no shortage of technical shirts, which are perfect corporate gifts for sports enthusiasts. They can be chosen by a travel agency that organises hiking excursions or for sports shops and centres. As for the shape, the catalogue includes **custom t-shirts** with short and long sleeves, as well as models with a V-neck or with a crew neck.

Choose the Model, Then Customise It: How Does T-Shirt Printing Work?

The possibilities as for how to create **personalised t-shirts** are endless. This is true regardless of the type of t-shirt chosen. Among the most popular printing techniques are embroidery and digital printing. The latter is particularly suitable if you are seeking a playful and high contrast effect. It can be the best option for **personalised children's t-shirts** or to give a captivating image of the company. **Embroidered t-shirts**, on the other hand, will present the brand as elegant. Being one of the most classic techniques, however, it can also awaken a sense of familiarity and recall grandma's embroidery.

Then we have screen printing, an ideal printing process for logos and simple writings. The result is a high-contrast design, with well-defined details and sharp colours. If you decide to have your company logo or motto printed on **custom t-shirts**, this technique may be right for you. Applying screen printing to t-shirts has another advantage, too. By ordering a larger number of personalised items, you will reduce costs. For this reason, it is the number one solution if you want to distribute **printed t-shirts** to a large team or to an undefined number of customers.

