

FOCUS
Casual Lifestyle Collection

SS'24

Updated 1/5/2024

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FOCUS FASHION, INC

the casual lifestyle collection

SALES REPS

Nathan Harrison

P: (952) 944-0600
E: fromnathan@gmail.com
IA, MN, NE, WI, ND, SD

Terry Reynolds

P: (803) 417-6818
E: terrylr10@gmail.com
AL, GA, NC, SC, KY, TN, WV

Ann Marie Brennick

P: (978) 604-0322
E: ambrennick@verizon.net
MA, NH, VT, ME, RI, CT

Vicki & Alex Nielsen

P: (541) 430-4202 / (541) 430-0033
E: vickialrepnw@gmail.com
AK, ID, OR, WA

Dan Malsin

P: (213)300-3699
E: dmalsin@gmail.com
HI

Tom Cheney

P: (312) 316-8585
E: milgrims@aol.com
MI, IL, IN, OH

Dee Bell

P: (404)468-5695
Email: deefocus13@gmail.com
Florida

Don Brody

P: (626) 818-2709
E: donbrodysales@aol.com
CA, NV, AZ

Charlie Lytle

P: (918) 645-3938
E: charlielytle@aol.com
AR, LA, OK, MO, MS, TX

Celebrating 30+
years in business



Ph: (323)264-2306
sales@focusclothes.com

maru.focusclothes@gmail.com

SMALL WAFFLE

100% Cotton

SW229 \$32

Black, Flax, Nautical



SW234 \$28

Black, Flax, French Blue, White



SW235 \$30

Black, Flax, White



Black



White



Raspberry



Nautical



Flax



French Blue

Start Ship: Jan. 1, 2024 ~ Basic Core W/Regular Pockets (No Pouch)



Black



White



Mint Leaf



Dubarry



Petunia

BC143 \$28

- Black
- Dubarry
- Petunia
- White

BC144 \$24

- Black
- Dubarry
- Mint Leaf
- Petunia
- White

BC145 \$32

- Black
- Dubarry
- White



Basic Core Pants W/Pouch Pockets
BC142 \$28

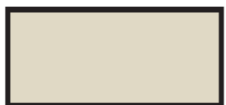
Black, Oatmeal, White



Black



White



Oatmeal

Start Ship: Jan. 1, 2024 ~

FEATHER WAFFLE

100% Cotton

FW144 \$28

Black, Navy, Oatmeal,
Violet, White

FW155 \$30

Black, Navy, Oatmeal,
Turquoise, Violet, White

FW156 \$26

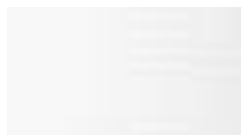
Black, Oatmeal, Violet,
Violet, White

FW157 \$28

Black, Turquoise,
White



Black



White



Turquoise



Violet



Fuchsia



Oatmeal



Navy

SEERSUCKER

100% Cotton

CS135 \$26

Fuchsia, Turquoise,
Violet, White



CS131 \$26

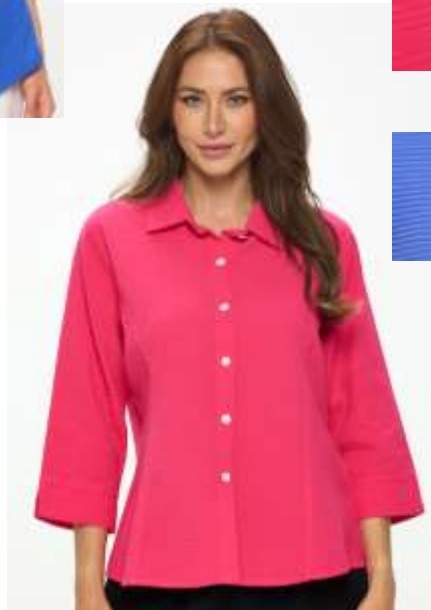
Fuchsia, Turquoise,
Violet, White



CS117 \$26
Black, Turquoise,
White



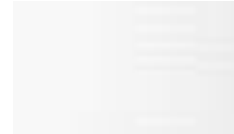
CS109 \$24
Fuchsia, White



Black



White



Turquoise



Fuchsia



Violet



CS127 \$26
Black, Flax, White



CS125 \$20
Black, Flax, White



Black



White



Flax

FLOWER EMBROIDERY

100% Cotton

EC420 \$28

Aquatic, Black, Oatmeal,
Petunia, White



EC431 \$30

Aquatic, Black, Petunia, White



EC432 \$28

Aquatic, Oatmeal, White



White



Aquatic



Petunia



Oatmeal

SLUB KNIT

95% Poly / 5% Span



Grey



Ivory

RN106 \$24



RN104 \$28

RN105 \$24



RN102 \$24

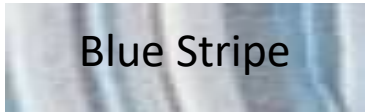


RN101 \$24

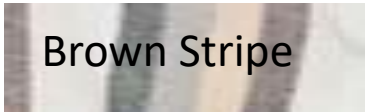


STRIPED Yarn Dye Linen

55% Linen / 45% Rayon



Blue Stripe



Brown Stripe

RL101 \$28



RL104 \$24



RL104 \$24



RL102 \$26



RL103 \$30



RL102 \$26



STRIPED KNIT JERSEY

95% Cotton / 5% Span



Black



White



Dubarry



Yellow

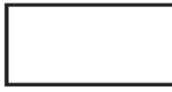


Aquatic

Colors for the pants:



Black



White

JR105 \$28

Aquatic, Black,
Dubarry, White



JR103 \$26

Dubarry, White, Yellow



JR101 \$24

Aquatic, White, Yellow



JR102 \$26

Aquatic, Black, White



JR104 \$24

Black, White



BABY RIB

100% Cotton

T103 \$12.50
White



STRIPE JERSEY KNIT

95% Cotton / 5% Span

T401 \$14
Angel Blue, Lime,
Peri, White



T402 \$16
Angel Blue, Lime, Peri,
White



T403 \$16
Angel Blue, Lime,
Peri, White



STRIPE STRETCH JERSEY

92% Cotton / 8% Spandex

T302 \$16
Black , White



White



Peri



Angel Blue



Lime

SLUB KNIT JERSEY

100% Cotton

CS450 \$22

Aquatic, Black, Fuchsia,
Turquoise, White



CS452 \$18

Flax, Fuchsia,
Turquoise, White



CS354 \$14

Aquatic, Flax,
Turquoise, White



CS380 \$24

Navy, White,
Graphite



CS381 \$24

Black, Flax, White
LD/Gunmetal



White



Key Lime



Fuchsia



Turquoise



Aquatic



Flax

FC106 \$20

Denim Blue

Indigo

FC101 \$22

White

Start Shipping Immediate

Black



FC105 \$20

Gray



Charcoal



Indigo



Double Gauze

100% Cotton

JG010 \$26



Flax Cobalt White Black

Linen

100% Linen

L608 \$28

Start Shipping Immediate



Indigo White Black

CRINKLE GAUZE w/ Patch

100% Cotton

CG201 \$32



CG202 \$28



CG203 \$28



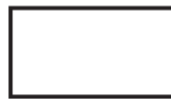
CG205 \$30



CG204 \$28



Black



White



Flax

Voile

100% Cotton

V315 \$12 White



Stretch Baby Rib

50% Modal / 50% Cotton

T35 \$14.50



Flax



Navy



White



Black



Red

Black

White

Green Apple

Oatmeal

Su. Strawberry

VOILE w/ Emb. Contrast

100% Cotton

V401 \$20

Nautical
True Red
White

V403 \$24

Black
Nautical
White

V402 \$26

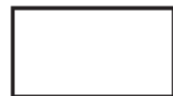
Black
Nautical
White

V404 \$26

Black
White



Black



White



True Red



Nautical

Start Ship: Feb 15, 2024 ~

DOUBLE GAUZE w/ Shell Buttons

100% Cotton

JG203 \$30

Nautical, Raspberry, White, TD/French Blue



JG205 \$24

Black, White



JG202 \$28

Aquatic, Nautical, White TD/French Blue



JG201 \$32

Black, White, Aquatic, Raspberry, Nautical, TD/French Blue



JG208 \$26

TD/French Blue, Black, White



JG202 \$30



Colors for the pants:



Black



White



Nautical

JG204 \$28

Black

White

Nautical

Page 15



Black



White



Aquatic



Raspberry



Nautical



Tie Dye - French Blue

Colors for the tops Tie Dye + \$2

Start Ship: Feb 15, 2024 ~

AZTEC Embroidery

100% Cotton

Start Ship: Feb 15, 2024 ~

MESH STRIPE JAQUARD

100% Cotton

EC108 \$30
French Blue



EC107 \$30
French Blue, Raspberry, White



White



Raspberry



French Blue

MS105 \$24
Navy, White, Black, French Blue



Start Ship: Feb 15, 2024 ~

18's JERSEY w/ Thermal Contrast
100% Cotton

C2002 \$28
Aquatic, White

C2003 \$26
Black, White

C2004 \$28
Aqua, Key Lime, White

C2005 \$26
Black, White



Black



White



Aquatic



Key Lime



White



Black

Start Shipping Immediate

D209 \$24
Indigo



Black



D210 \$24
Black



D193 \$28
Black



D211 \$18
Black



D207 \$22 Indigo

Black

D179 \$22

Black



D179 \$22

Black



Start Shipping Immediate

D218 \$18

Black Leopard Denim



D158 \$20
Indigo



D203 \$24
Indigo



D202 \$26
Indigo



D151
\$28
Blue



Start Shipping
Immediate

D195
\$28
Blue



D154 \$20
Indigo



D156 \$24
Indigo



D194
\$26
Blue



D118
\$26
Indigo



D173 \$28
Indigo



D174 \$26
Indigo



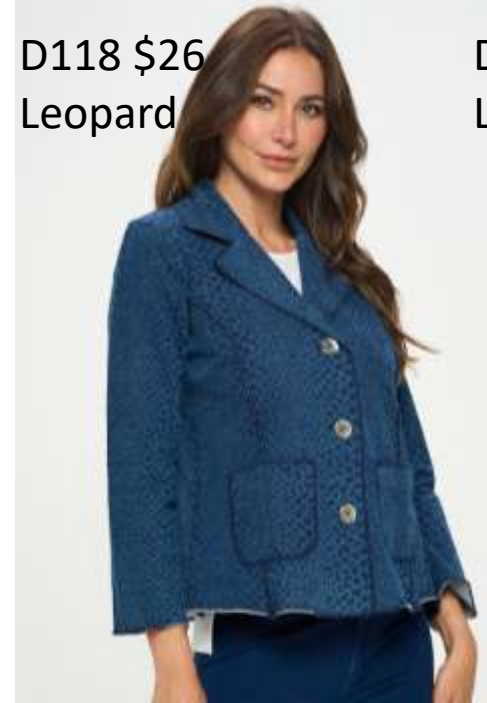
Start Shipping Immediate

Leopard

Black



D118 \$26
Leopard



D173 \$28
Leopard



FR102 \$24

**Summer
Strawberry**



White



Turquoise



Black



White



FR101 \$20

**LD/Capri
Blue**



Start Shipping Immediate

**LD/Olive
Branch**



LD/Vanilla



EC428 \$24

White



Start Shipping Immediate

EC427 \$24

White





Start Shipping Immediate

EC429 \$28
True Red
White



N106 \$24

Start Shipping Immediate

N107 \$14

Prepack

Prepack

1-1-1-1

1-1-1-1

Violet

Turquoise

White

Turquoise

White



CT139 \$20

Prepack 1-1-1-1 Start Shipping Immediate

French Blue

White

Soy Latte

Lime



CT138 \$20 Prepack

1-1-1-1

Strawberry

White



CT137 \$18 Prepack

1-1-1-1

Start Shipping Immediate

LD/Capri

White



C691 \$24

Start Shipping Immediate

Mint



Navy



White



Start Shipping Immediate

LW116 \$24

White

LD/Vanilla

Navy



San Francisco Spring 2024

SF204P \$22
Grey Stripe



SF212 \$22
Grey Stripe



SF213P \$20
Grey Stripe



Start Shipping Immediate
SF201P \$12
Grey Stripe



San Francisco Spring 2024

SF201P \$12

Deep Lava



SF204P \$22

Deep Lava



SF207P \$20

Deep Lava



Start Shipping Immediate

SF211P \$24

Deep Lava



SF212 \$22
Blueberry



SF208P \$22
Blueberry



San Francisco Spring 2024

Start Shipping Immediate

The following styles
are available in
Blueberry print
SF201P \$12 Tank Top
SF213 \$20 Flood Pants