

Headsweats Offering New Premium Line of Collegiate Headwear

Athletic headwear industry leader Headsweats announced a new premium line of headwear featuring licensing from hundreds of different colleges and universities across the United States. The company partners with Oklahoma-based Top of the World, a collegiate headwear company, and will pair their college line with Headsweats' exclusive moisture wicking fabrics.

Headwear retailer Headsweats has made a name for itself as the premier company for athletic headwear, and they are expanding their focus to college life. The headwear company is partnership with Top of the World, an Oklahoma-based company, to bring a new elite line of collegiate headwear to market on the Headsweats website.

The partnership will allow Headsweats to integrate their moisture-wicking fabrics into hats for hundreds of colleges and universities across the United States, allowing customers to show support of their favorite colleges while enjoying the superior sweat management of Headsweats hats.

"We're so excited to start offering this line of high-quality, high-functioning athletic headwear," said Headsweats founder and President Alan Romick. "We're able to provide hats for colleges big and small, so no matter what your favorite school is, you'll be able to get a hat you love from us."

Headsweats will add the collegiate wear to their line of hats, visors, and beanies. Customers will be able to choose from a variety of styles for each school, and each style will have the superior moisture wicking technology that helped Headsweats become a major athletic wear retailer.

The partnership with Top of the World was vital to their collegiate line, since Top of the World holds the license to over 350 colleges and universities in the nation.

"They are ranked first in sales for collegiate wear, and they couldn't be better to work with," said Romick. "We're thrilled to partner with them in order to bring a line like this to the market."

Headsweats expects sales of their new college line to be robust, especially after their success as the office headwear sponsor of the 2014 Tour de France.

Headsweats offers a warranty on all of the products on their website, including their collegiate line. Customers interested in ordering the Headsweats line can visit the company's website at www.headsweats.com.

About Headsweats

Headsweats was founded in 1998 after avid cyclist Alan Romick got frustrated with the perils of heavy sweat blindness. He set out to develop headgear that would meet his needs while riding, and with feedback from the cycling community, he developed his first hat and released it in four colors. The hat was a success with athletes around the world, and today the company has over a dozen different products in 140 different colors and styles. Check them all out at www.headsweats.com.

