



AFTCO Bluewater®

The leader in casual
sportswear celebrating
the outdoors lifestyle



T-Shirts and sportswear



holiday 2008

spring 2009

AFTCO Bluewater®



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AFTCO Bluewater sportswear consists of four separate and unique labels that, when combined, make up a marine theme and wildlife sportswear line second to none. Those four labels are our own AFTCO Bluewater label, plus licenses from the International Game Fish Association (IGFA), Guy Harvey and most recently, Al Agnew.

Our carefully selected fabrics and inspired designs reflect the casual outdoor lifestyle, appealing not only to those who live that lifestyle year-round, but also to those who vacation in the woods or on the water and take home fond memories of good times. We are a company of people whose lives are actively involved with the outdoors and the wild creatures that live there. The fresh new looks of our four labels offer creative alternatives to already alluring themes by emphasizing detail, color and a fun spirit that broadens the appeal.



AFTCO Bluewater is a division of the American Fishing Tackle Company (AFTCO), now in its 50th year! Our AFTCO fishing short (shown at the left) launched us into the sportswear business and continues to be the world's most functional, durable, and best-known fisherman's short.

IGFA sportswear

Licensed by the International Game Fish Association (IGFA) to create a collection of sportswear that targets the seri-



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ous fisherman, AFTCO Bluewater offers an exclusive line of clothing, distinguished by creative designs that celebrate IGFA and sportfishing, with IGFA labels and hang tags featured. The IGFA, respected worldwide as the keeper of freshwater, saltwater and flyfishing world record information, has in its over 60 years not only developed fishing standards and tackle guidelines, but has also been instrumental in



fishery research, education, conservation and fishery management. On December 19, 1998, the IGFA Fishing Hall of Fame and Museum was



for the store nearest you, visit our website at:

www.aftcobluewater.com



GUY HARVEY
By  **BLUEWATER**[®]



see pages 24 to 69

AFTCO Bluewater continues to expand its popular line of Guy Harvey sportswear, including many exciting new T-Shirt designs featuring Guy's amazingly detailed and colorful marine life images. Also continuing to expand is a wide range of sportswear for men, women and children, including multiple shirt styles, shorts and swimwear, jackets, fleece sweatshirts, hats and visors, belts, footwear, even stunning beach towels — all featuring the trademark Guy Harvey by AFTCO Bluewater logo on labels and hang tags. Widely recognized as the world's finest marine fish artist, Guy combines his unique artistic talents and his Ph.D. in Marine Biology, together with his background as a diver, photographer and angler, to create marine wildlife art with an unmatched authenticity and visual appeal.



The **AL AGNEW**
COLLECTION[®]

By  **BLUEWATER**[®]



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70 to 85

Widely recognized as the world's finest freshwater fish and wildlife artist, Al Agnew has teamed up with AFTCO Bluewater to create a unique line of sportswear for freshwater fishermen, hunting enthusiasts, or anyone who simply appreciates nature. Featured is a broad selection of T-Shirts and sweatshirts with stunning designs that vividly depict Al Agnew's award-winning artwork of popular freshwater game fish and North American wildlife. In addition, this exciting new sportswear collection offers print shirts and an "embroidery" line that includes shirt styles, hats, jackets, fleece, belts and more.

