



SPRING/SUMMER 2023 CLOTHING, GIFTS & GEAR



ARLINGTON MESH JACKET
MODULAR MATTE HELMET



MONTANA JACKET



DETROIT BOMBER JACKET

HERITAGE **Heritage Collection** – A classic range inspired by Indian Motorcycle’s rich heritage. Timeless design is combined with bold branding details for the customer that wants to proudly identify themselves as an Indian Motorcycle owner or fan.

ROGUE **Rogue Collection** – Blacked-out style personifies the Rogue Collection. This range has been designed for the rider who wants simple, clean lines with tones of black and gray.

MOTO **Moto Collection** – A contemporary moto-fashion inspired range, designed for the rider who likes modern design, bold graphics and colors.

IMPORTANT UPDATES

SUPPORTING BUSINESS GROWTH

As the Indian Motorcycle brand grows, we continue to innovate and bring class-leading motorcycles to market. As we serve a growing and increasingly diverse customer base, we are intensely dedicated to designing apparel that fits into their lifestyle and looks great both on and off the bike.

The collection is divided into three distinct sub-collections: Heritage, Rogue and Moto.

All are carefully designed, with unique styling cues, to meet the needs of our core and emerging customer segments and grow your dealership’s business.

SPRING SEASON ONLY // SPRING SEASON ONLY

Products marked throughout this catalog as “Spring Season Only” will only be available for this season and only available while supplies last. We recommend ordering higher quantities on these products to ensure availability for your customers during summer season.

FINAL SEASON // FINAL SEASON

Products marked “Final Season” are only available while supplies last and will be obsolete after Spring/Summer 2023. We recommend marking-down Final Season inventory in your store to sell it quicker.

The following styles are Final Season and should be cleared:

- | | |
|------------------------|----------------------------------|
| DENTON LEATHER JACKET | I ICON LONG SLEEVE TEE |
| MONTANA JACKET | IMC HOODIE |
| BLAKE JACKET | LOGO HOODIE |
| ZOE JACKET | LEGEND HOODIE |
| IDAHO JACKET | ICON HOODIE |
| ADVENTURE HELMET GLOSS | CONTRAST SLEEVE HOODIE |
| MENS SOCKS 2 PACK | HEADRESS ZIP THRU |
| AMERICA’S FIRST TEE | RED LONG SLEEVE TEE |
| 1901 IMC TEE | SCRIPT EMBROIDERY SHIRT |
| ATHLETE TEE | IMC GOGGLE |
| IMC MARL TEE | ICON PATCH CAP |
| WATERCOLOR TEE | PERFORMANCE HAT |
| VINTAGE GRAPHIC TEE | RACING TRUCKER HAT |
| CONTINENTAL TEE | EAR WARMER |
| HEXAGON GRAPHIC TEE | FLEECE BALACLAVA |
| STREAMLINER TEE | NEOPRENE MASK BALACLAVA UMBRELLA |
| 2 IN 1 GRAPHIC TEE | IMC CHECKERED BIKE MAT |

WHAT TO ORDER

STOCKING FOR THE SEASON

To determine the right size run to order for a style, look at your retail velocity and local demographics. Below is a typical, minimum size run to use as a starting point.

STANDARD SIZE RUN		
	Men’s	Women’s
S		1
M	1	2
L	2	2
XL	2	1
2X	1	

Reminder: Products marked throughout this catalog as “Spring Season Only” will only be available for this season and only available while supplies last.

Consider ordering higher quantities on these products to ensure availability for your customers during summer season.

To get the most out of your upcoming order, ensure you have the right mix of products for the Spring/Summer 2023 season.

Your selections directly affect your season’s apparel sales performance, including department profitability and customer satisfaction.

BEFORE YOU ORDER

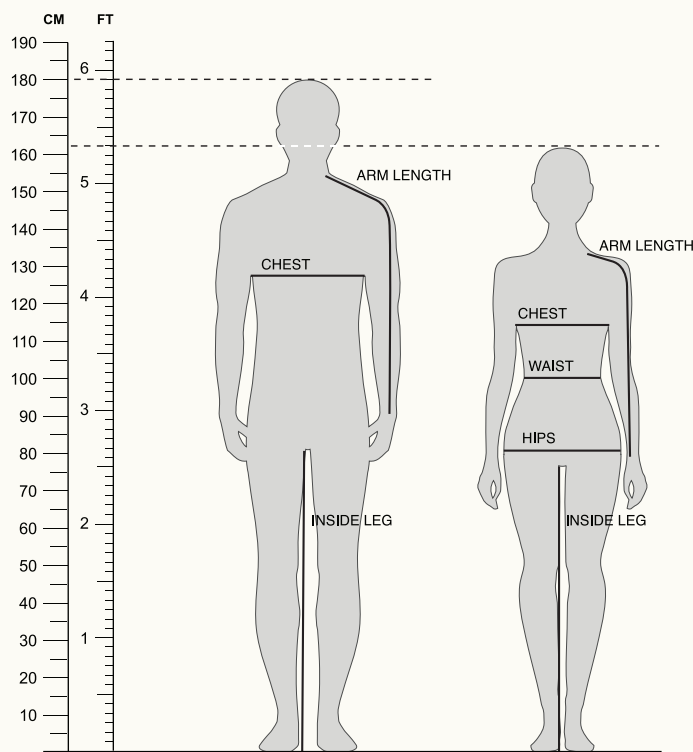
- Consider what budget you have for this collection.
- Your retail space needs to work to its maximum potential. Do not under or over-fill your apparel displays. Focus on fewer styles in greater stock depth, so you have sizes available for customers to purchase.
- This range arrives just prior to the spring season. Stock the right amount of product to maximize clothing, gear & gift sales, online and in-store. Make sure you introduce the apparel range when selling new or used motorcycles.
- Note which styles are “Final Season” and execute a plan to mark-down and sell-through before these products are aged.
- Consider your demand during events throughout the season, e.g. Open Houses, Get Ready to Ride Sales Events etc.
- Don’t be too conservative. If you believe in a product, you will sell it. You won’t sell anything new if you don’t present anything new to your customers.
- Buy products you like, but make sure you have something for every rider/buyer that comes into your dealership.

If you don’t stock what your customers want, they will go somewhere else to buy their products!

CLOTHING & GEAR SIZE CHARTS

**ALL BODY MEASUREMENTS
ARE IN CIRCUMFERENCE**

Tall sizes are 1.5-2 in (or 4-5 cms) longer in body and sleeve length



Men's Measurements						
SIZE	CHEST		INSIDE LEG		SLEEVE LENGTH	
	IN	CM	IN	CM	IN	CM
S	36.2	92	31.9	81	30	76
M	39.8	101	32.3	82	30.7	78
L	43.3	110	32.9	83.5	31.5	80
XL	46.9	119	33.5	85	32.3	82
2XL	50.4	128	34.1	86.5	33.1	84
3XL	53.9	137	34.6	88	33.5	85
4XL	57.9	147	35.2	89.5	33.9	86
5XL	61.8	157	35.8	91	34.3	87

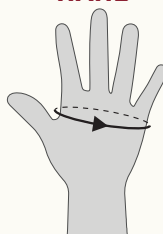
Women's Measurements										
SIZE	CHEST		WAIST		HIPS		INSIDE LEG		SLEEVE LENGTH	
	IN	CM	IN	CM	IN	CM	IN	CM	IN	CM
XS	32.7	83	25.6	65	36.2	92	30.3	77	26.8	68
S	35	89	28	71	38.6	98	30.7	78	27.2	69
M	37.4	95	30.3	77	40.9	104	31.1	79	27.6	70
L	39.8	101	32.7	83	43.3	110	31.5	80	28	71
XL	42.9	109	35.8	91	46.5	118	32.1	81.5	28.3	72
2XL	46.1	117	39	99	49.6	126	32.7	83	28.7	73
3XL	49.2	125	42.1	107	52.8	134	33.3	84.5	29.1	74

TO FIND YOUR CLOTHING SIZE:

- Remove bulky clothing
- Remove shoes when measuring
- Measure with your feet together
- Take body measurements in circumference

CHEST: Measure the chest at the widest part
WAIST: Measure the waist at the smallest part
HIPS: Measure the hips at the widest part
INSIDE LEG: Measure along the inner leg from the crotch to the floor

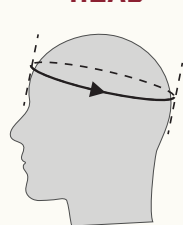
HAND



Men's Gloves		
HAND CIRCUMFERENCE		
SIZE	IN	CM
S	8.1	20.65
M	8.4	21.45
L	8.8	22.25
XL	9.1	23.05
2XL	9.4	23.85
3XL	9.7	24.65
4XL	10	25.45

Women's Gloves		
HAND CIRCUMFERENCE		
SIZE	IN	CM
S	7.2	18.3
M	7.5	19.1
L	7.8	19.9
XL	8.2	20.7

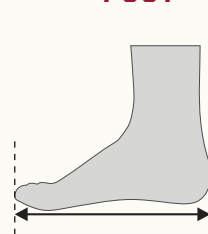
HEAD



Headwear			
Size	In	CM	
One Size	22.4 - 23.2	57 - 59	
S/M	21.7 - 22.4	55 - 57	
L/XL	22.8 - 23.6	58 - 60	

Helmets			
Size	Head Size	In	CM
XS	6 3/4	21.3	54
S	6 7/8 - 7	21.7 - 22	55 - 56
M	7 1/8 - 7	22.4 - 22.8	57 - 58
L	7 3/8 - 7	23.2 - 23.6	59 - 60
XL	7 5/8 - 7	24 - 24.4	61 - 62
2XL	7 7/8 - 8	24.8 - 25.2	63 - 64
3XL	8 1/8 - 8	25.6 - 26	65 - 66
4XL	8 3/8 - 8	26.4 - 26.8	67 - 68

FOOT



Men's Footwear				
USA	EU	UK	IN	Cm
7	39	6	9.8	25
8	41	7	10.2	26
9	42	8	10.6	27
10	43	9	11	28
11	44.5	10	11.4	29
12	46	11	11.8	30
13	47	12	12.2	31
14	48	13	12.6	32

Belt Length		
Size	In	CM
S	30 - 34	76 - 86
M	34 - 38	86 - 96
L	38 - 42	96 - 106
XL	42 - 46	106 - 116
2XL	46 - 50	116 - 126

PART NUMBER SIZE GUIDE

PART NUMBER SIZE GUIDE- APPAREL*																
SIZE	XS	S	M	L	LT	XL	XLT	2XL	2XLT	3XL	3XLT	4XL	5XL	1W	2W	3W
PART #	01	02	03	06	08	09	11	12	13	14	20	15	16	17	18	19

PART NUMBER SIZE GUIDE- FOOTWEAR**													
SIZE	05	06	07	08	09	10	11	12	13	14			
PART #	05	06	07	08	09	10	11	12	13	14			

*Based on the size you are ordering, add the above number to the end of the item's part number. LT, XLT, 2XLT, 3XLT are tall sizes.

**Based on the size you are ordering, add the above number to the end of the item's part number.



MEN'S FIT GUIDE



CLASSIC FIT The most comfortable and roomy fit, an easy-to-wear essential for everyday use

MODERN FIT A comfortable fit with closer fitting sleeves and shoulders

V-TWIN FIT A classic jacket with generous shoulder shape and straight fitting from chest to hem, provides comfort without constricting rider movement

WOMEN'S FIT GUIDE



CLOSE FIT Designed with added stretch for a flattering fit that contours the body. Made in an elastane blend for comfort fit



CLASSIC FIT A traditional fit that gently skims the body. For versatility and everyday use



RELAXED FIT Our loosest fit designed for ultimate comfort. Flowy fit for all occasions

CROPPED FIT A casual and comfortable cropped fit for any occasion

V-TWIN FIT A classic jacket with fitted shoulder shape and comfortable fit from chest to hem, provides comfort without constricting rider movement