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“Looking good is feeling good”, is something you may have heard of before. For me, looking good will inevitably come when you feel good. And what’s crazy is that these two work as a cycle. You feel good because you look good, and you’ll look good when you feel good.

“If you look good, you feel good, and if you feel good, you do good”

Georges St-Pierre

Now to help with this theory, AVENS is embarking once again on creating a new cost-effective leisure wear program for 2022.

Launching on Monday, August 15th, 2022

The purpose of all this is to create a distinct and lasting impression of our incredible organization. By joining many of your colleagues, we will create a unique identity that the community of Yellowknife and NWT will associate with.

Building our brand based on quality, personality and professionalism will have both internal and external benefits for our organization.

One of the most significant benefits of a leisure wear program is that it helps build a distinct corporate culture among ourselves. By finding a comfortable and chic option that employees will love, corporate apparel bolsters a direct line of personal confidence with our values and vision.



Being part of our “leisure wear” ambassadors will also booster our community’s public perception in our brand quality, reliability and expertise.

So let’s take a moment to see what our AVENS Leisure Wear Program 2022 has instore...

Building on the successful plaid program from years past, our focus group testing showed this to be a strong return program. Therefore, Stormtech was the company selected for our long sleeve shirt program.



The men, women **and youth**, full front snap closure, with chest pocket flaps and snaps, will come in a black and dolphin colour. As the product description indicates, *“Urban culture mashed with a sharp eye for fashion defines this lightweight button-up classic plaid pattern”*. This shirt will have our AVENS logo (the logo will be monochrome, that is, we will be using a single color throughout the whole logo design). These shirts are offered (all taxes, logo, fees, freight) at **\$65**.

As for our vest options in 2022, we have decided to go with the Canada Sportswear Inuvik CX2 lightweight puffy vest program. These grey heather vests are super cool looking, have a water repellent finish, interior chest pocket and have zipper side entry pockets. Again, our AVENS logo will be monochrome. These vests are offered (all taxes, logo, fees, freight) at **\$65**.

Finally, “to cap” off our leisure wear offering, many of you have asked for a beanie toque option for this year. Therefore, our team has selected the Stormtech, BTK-1 unisex dockside knit beanie (In Dolphin colour). This sport classic look, with its fine gauge roll-cuff, stretches nicely for that perfect fit. Also with a monochrome logo, these beanies will be offered (all taxes, logo, fees, freight) at **\$15**.



If you want to know more about our AVENS Leisure Wear 2022 program, please make your way to the AVENS administration area, where you will see samples on display.

To make things easier for you, we will accept payroll deduction and or debit payment.

With Christmas right around the corner, these items will also make a nice Christmas gift for all your loved ones in the family.