Smart Style School Uniforms and More
“Students Are Our Business”

Company Background
Smart Style offers a portfolio of student appeal, high quality, extensive sizes, and cost-effective school uniforms. The mounting safety and peer pressure distractions surrounding urban sportswear within the area’s public high school environment, justified Smart Style decision to seek alternative “public high school” uniforms and programs, such as; Family Hardship Assistance and Student Enrichment Programs. Smart Style’s School Partnership Programs are exclusive to Prince George’s County Public High Schools (PGCPS) and respective Feeder Schools.

Smart Style’s comprehensive PGCPS high school uniform line and philanthropic program, was motivated by public high school uniform stakeholders experiences, Board of Education uniform policy impact, constructive recommendations from high school students, parents, faculty, uniform committees, and school-based community. PGCPS high school students determined, while not opposed to uniforms, prefer age, gender style, and size conscious designed uniforms. Smart Style’s business model is anchored by an Alliance with All American Wear School Uniforms, a local based tenured, dependable, and customer-service focus retail school uniform provider.

Alliance “year-round” benefits to PGCPS includes; experience and dedicated high school uniform provider, customized school uniform and student programs, optional uniform pricing plans, identified primary or secondary uniform source for high and feeder schools, county vested.

Vision:
To provide “safety feature” high quality student appeal school uniforms for public high and feeder schools, which embodies conformity, yet reflect the creativity and diversity of today’s public high school and feeder school student, faculty, and staff stakeholders. Develop a role-model public high and feeder school uniform and student program.

Mission:
To become the public school uniform “supplier of choice” for Public and Charter Schools, by providing superior student appeal “safety conscious” uniforms, exceptional customer service and philanthropic student programs to enhance the entire school community.

Our Offerings:
- Student Appeal Uniforms and Accessories (ex. Outerwear, Clear Back Packs, Shoes, Sneakers, and More)
- School-Wide Package Pricing-Combo Logo/Non-Logo Polo Tops, Pants, Skirts, Skorts, and Capri bottoms
- Customized Athletic, Gym Wear, and Club Apparel
- Customized Staff and Faculty Apparel (Local Screen Printing and Embroidery)
- Retail Outlet, Alliance Web Store, and Customer Support Business Alliance with All American Wear School

What Are the Benefits of School Uniforms?
- Increases School Safety
- Reduces Discipline Problems
- Enhances the Learning Environment
- Decreases Theft
- Reduces Low Self-Esteem and Peer Pressure
- Provides Deterrent for Gang Recruitment
- School Rebate Program
- School Spirit Enabler

Why Smart Style?
- Safety Features (logo, crest, back pack)
- PTA Uniform Advocacy Collaboration
- Philanthropic and Hardship Programs
- Student, Parent and Faculty Design Approved
- School Spirit Enabler
- Cost-Effective High Quality Apparel
- Student Enrichment Partnership
- Convenient Retail and Web Store Outlets
- Dedicated Public School Uniform Program
- Experience and Stability
ALL AMERICAN WEAR SCHOOL UNIFORMS and MORE

Company Background
All American Wear, Inc. has operated a successful, privately owned business since 1978. Our initial business operation was focused on supplying local level accounts, with screen printed or embroidered clothing and accessories. In 1983, the customer base expanded to a national level with the addition of name brand undecorated sportswear items such as tee shirts, tie-dye tee shirts, sweat shirts, sport shirts, jackets and hats. Our offerings are manufactured by leading companies such as Hanes Brands, Alstyle, Augusta, Gildan, Kaynee, New Balance, Willits Shoes, Hartwell, Yupoong Caps and Destination Designs. The success of our business has been bolstered by the unending commitment to service and customer satisfaction.

Vision
To proactively implementing customer solutions and deliverables, while establishing school uniform vendor of choice status. We will enhance our investment to pre-order uniforms, stock warehouse, create state of the art retail store, and heighten customer service deliverables. Continuing our company’s commitment to be trusted order after order is a philosophy, which will consistently live on.

Mission
Continue providing traditional, high quality, durable, comfort fitted school uniforms and accessories to private schools, while expanding capacity and offerings to support the growing public school market. We have established a business alliance with Smart Style School Uniforms, a vendor who “exclusively” markets to Prince George’s County Public High Schools. Based on parent’s requests and demands, we implemented a dependable primary or secondary uniform source for school approved uniforms, school apparel and accessories in a range of styles, sizes and colors.

Offerings-County Approved Uniform Vendor
- Retail Outlet (In-Stock logo or non-logo uniforms, accessories-shoes, socks, ties, tights, pants, skorts, belts)
- New Offerings-Capri, New Balance 992’s, Multiple Blazer Styles, High School and Faculty Design Polo Options
- Custom Screen Printing and Embroidery (ex. Sweaters, Sweat Shirts, Fleece, Outerwear, Blazers, Varsity Jackets)
- Athletic and Gym Wear
- School Spirit and Club Apparel Wear
- School Donation Program
- Web Store (07 Back to School Launch)
- High Quality, Durable, Warranty Uniforms by SCHOOL APPAREL, a leading manufacturer for over 30 years
- School and Student Safety Features-Clear or Mesh Back Packs
- Year-Round Inventory-Retail, Mobile, and Web Stores Convenience

Benefits of School Uniforms Why All American
School Uniform Vendor Litmus Test

Uniform Committee Prerequisites-Vendor Operation & Infrastructure Validation

1. PGCPS Approved Vendor-“Validate” Certification with BOE Procurement
   a. County High School Experience, References, and Demographic Awareness
   b. PGCPS High School Uniform History and BOE Uniform Policy Strategy
   c. Parent Requirements and Student Desired State- Reciprocal Relationship
   d. Parent, Student, School Considerations-Optional Uniform Pricing Plans
   e. Feeder School Migration Plan
   f. Local-Based, Customer Service, Staffing, and Support Plan-Accountability”

2. Year-Round Local Retail and Web Stores, Store Hours, In-Stock Inventory eliminates Parents frustrations and risk to pre-pay/pre-order/wait process
   a. In-Stock Flexible and Cost-Effective Size Variations for Students/Adults
   b. Gender Specific-No Unisex Polo, Oxford, Pants, Capri, etc.
   c. Offer Logo and Non-Logo Polo Tops-School Compliance Benefits

3. Local Warehouse, Special/Back Orders “Estimated Time of Arrival” (ETA)

4. Full-Line School Uniforms-Tops, Bottoms, Optional Items; “Safety Value” (Blazers, Sweaters, Vests, Outerwear, Back Packs, Accessories)
5. **Mobile School-Site Availability**, Dedicated Retail Nights *(Bus/Van support)*

6. Philanthropic Investment Programs *designed for PGCPS demographics*

   Examples: **Uniform Fashion Show, Family Hardship Assistance, School Events, etc.**