Case study 13 · Apparel design concept

Player Card Hoodies



Concept
Type

4
Colorways

Front, back, sleeves
Prints

Print + mockups
Output

The goal

Design a streetwear collection for football fans that feels like a collectible, not just a printed hoodie.

The idea

Turn the back of the hoodie into a video-game player card: player photo, stats, achievements and maps, with one layout system that changes colour for each player.

Tools

Illustrator · Photoshop · Nano Banana

The design

Piece by piece



Front
Chest print

Small chest graphic: Game on. Football is life.

Why: A quiet front keeps the hoodie wearable every day. The big statement is saved for the back.



Back
Player card

Large back print styled like a game player card.

Why: Football fans know player cards from video games, so the layout feels familiar and collectible.



System
Colorway 2

Same layout in light blue.

Why: One grid, one type system, new colour. That makes the collection easy to extend to any player or team.



System
Colorway 3

Same layout in pink.

Why: Each colour is taken from the player's team or style, so every hoodie has its own identity inside one family.



System
Colorway 4

Same layout in gold.

Why: Gold reads as premium and works as the hero colour for a limited drop.

The design

Piece by piece (continued)



Sleeves
Details

Honeycomb pattern down both sleeves.

Why: Sleeve prints add detail that shows in photos from every angle and makes the piece feel designed, not just printed.

Behind the scenes

How it was made

1

Layout in Illustrator

Built the player-card grid, type styles, icons and the sleeve pattern as vector artwork ready for print.

2

Imagery in Photoshop

Prepared the player images and colour treatment for each colorway.

3

Mockups with Nano Banana

Generated realistic hoodie mockups to present the collection before production.

Takeaways

Why it worked

- A familiar game-card layout feels collectible.
- One system makes four designs, and more later.
- Quiet front, bold back: wearable and eye-catching.
- Mockups show the product before it is produced.

4 designs

Concept collection. Note: using real players' names and photos commercially needs licensing from the players or clubs.