

Varsity Base Introduces AI-Assisted Jacket Design and AI-Generated Custom Patches

Customers describe the jacket they want and the AI creates the design, generating custom patches and lettering that can be ordered as a finished garment.

NEW YORK, NY, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [Varsity Base](#), an online store and specialized manufacturer of custom varsity apparel, has brought AI into its online jacket builder. Customers can now describe the jacket they have in mind and have the AI generate the design — including [custom patches](#) — then order it as a made-to-order garment.



Students review a custom varsity jacket design created with Varsity Base's AI-assisted design tool.

The feature takes on the hardest part of buying custom apparel: knowing what you want before you can see it. Conventional customization tools ask people to choose colors, materials and lettering one field at a time, which works for customers who already have a finished design in their head and stalls everyone else. With [AI-assisted design](#), a customer describes the idea in plain language — a team, a graduating class, a color story, an inside joke, an aesthetic — and sees it come back as a jacket they can adjust and order.

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Most people know the feeling they want from a jacket long before they know the design. The AI closes that gap — describe it, see it, wear it.”

*Andrew Zolotovskovs,
Founder, Varsity Base*

Patches get the same treatment. Patches have always been the most expressive part of a varsity jacket and the most difficult to commission, historically requiring artwork the

customer had to supply or pay a designer to produce. Varsity Base now generates patch artwork from a description, so the emblem, mascot, crest or wordmark a customer imagines can be produced without an outside designer.

Everything the AI produces feeds into the manufacturing process the company has always run.

Designs are made to order in the materials Varsity Base is built on — Melton wool bodies, cowhide leather or faux-leather sleeves, satin and lightweight options — with chenille lettering and embroidery, across more than 24 colors and a full women's line including crop tops and coats.

"Most people know the feeling they want from a jacket long before they know the design," said Andrew Zolotovskovs, founder of Varsity Base. "The AI closes that gap — describe it, see it, wear it."

The company expects the strongest response from customers who have historically walked away from customization entirely: individuals designing a one-off jacket with no design background, and group organizers who need a coherent look across a roster without hiring out the artwork.

AI-assisted design is available now in the Varsity Base jacket builder, alongside the company's bulk and group ordering for schools, teams, Greek organizations and businesses.

About Varsity Base

Varsity Base is an online store and specialized manufacturer of customizable varsity apparel: letterman jackets, coats, crop tops, hoodies and custom patches. Combining traditional materials — Melton cloth wool and cowhide leather — with an AI-assisted online design experience, Varsity Base serves individual customers, schools, teams, Greek organizations and businesses.

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